

# Role Description

## Team Leader Community Engagement

Cluster	Department of Regional NSW
Agency	Local Land Services
Location	Negotiable within Region
Classification/Grade/Band	Advisory and Technical Stream LLS Level 7
ANZSCO Code	234399
PCAT Code	1119192
Date of Approval	December 2018 (updated June 2020)
Agency Website	<a href="http://www.lls.nsw.gov.au">http://www.lls.nsw.gov.au</a>

### Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department has responsibility for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Local Land Services (LLS) is an Executive Agency related to the cluster. It provides quality, customer-focused services to landholders and the community across New South Wales. This regionally-based organisation brings together a wide range of service and advisory functions including agriculture, biosecurity, natural resource management, land management, biodiversity, emergency services, private native forestry and the Soil Conservation Service.

### Primary purpose of the role

Lead a team to coordinate the development and implementation of regional communications, community engagement and education activities across the breadth of LLS's regional functions – Natural Resource Management, Agricultural Production, Biosecurity, Emergency Management and Travelling Stock Reserves. Lead the development of plans and initiatives and negotiate and facilitate stakeholder contributions to implementation and decision-making to achieve priorities identified in the region's Local Strategic Plan.

### Key accountabilities

- Manage and lead the Community Engagement team to ensure team members are motivated and informed so they are able to develop and deliver high quality products and services to both internal and external customers.
- Design, develop and implement a range of internal and external communications, engagement and education strategies and initiatives to connect with staff, customers and stakeholders, provide information, promote practice change and improve understanding of LLS programs and services.
- Manage a portfolio of cross-unit communication, engagement and education projects, including developing project plans, identifying and coordinating resources, managing budgets, and meeting

reporting requirements to ensure project outcomes are achieved on time, on budget, to quality standards and within agreed scope.

- Provide advice and analysis to the regional Management Team on communications, community engagement and education matters to support an environment of continuous improvement.
- Prepare and maintain documentation, source and collate information for reporting, monitor and evaluate processes to contribute to the achievement of team outcomes.
- Ensure that planning and delivery outcomes are consistent with agreed priorities, plans, standards.
- Establish and maintain stakeholder relationships through effective communication, negotiation and issues management to engage stakeholders and ensure regional priorities are met.
- Encourage and inform a partnership approach by internal and external stakeholders, to promote uptake of improved practices through delivery of well-developed and targeted community engagement, awareness and education programs.

## Key challenges

- Developing, coordinating and delivering projects including establishing multi-disciplinary project groups to ensure project outcomes and timeframes are achieved in a complex team and business environment.
- Researching and evaluating proposals to prepare sound, informed recommendations to senior management to ensure LLS priorities and business unit deliverables are implemented.
- Provide advice and analysis to the Local Board, General Manager, staff and stakeholders on specific projects and LLS activities and increase the ability of land managers, groups, partner organisations and industry groups to manage and deal with regional issues for environmental, production and biosecurity outcomes.

## Key relationships

Who	Why
<b>Internal</b>	
Manager Land Services	<ul style="list-style-type: none"> <li>• Receive guidance and provide regular updates on key projects, issues and priorities</li> <li>• Deliver recommendations and advice on community engagement and education programs, plans and initiatives.</li> </ul>
Other Team Leaders	<ul style="list-style-type: none"> <li>• Build a collaborative approach to development and delivery of community engagement and education activities across all program areas.</li> </ul>
Community Engagement team	<ul style="list-style-type: none"> <li>• Build a team culture and provide advice and support on the unit's portfolio of activities</li> </ul>
<b>External</b>	
Land Managers, industry stakeholders and clients	<ul style="list-style-type: none"> <li>• Provide specialist advice and information on the development and implementation of communications, community engagement and knowledge exchange programs and projects.</li> </ul>

## Role dimensions

### Decision making

- This role has autonomy to lead a team and is fully accountable for the development and delivery of regional communications, community engagement and knowledge exchange activities and projects
- Refers to a Manager any decisions that require significant deviation from project outcomes or timeframes, are likely to escalate or create substantial or contentious precedent, require a higher administrative or financial delegation, or submission to a higher level of management.

### Reporting line

Manager Land Services

### Direct reports

- Senior Land Services Officers
- Land Services Officers

### Budget/Expenditure

Authorisation for expenditure of allocated project resources under applicable delegation.

## Essential requirements

- A degree in communications, social science, community development and/or equivalent knowledge and experience.
- Experience in customer engagement, journalism, marketing and/or media relations/communications.
- Current drivers licence and willingness to travel.

## Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

### Focus capabilities



*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.


## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	<b>Act with Integrity</b> Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>• Act professionally and support a culture of integrity</li> <li>• Identify and explain ethical issues and set an example for others to follow</li> <li>• Ensure that others are aware of and understand the legislation and policy framework within which they operate</li> <li>• Act to prevent and report misconduct and illegal and inappropriate behaviour</li> </ul>	Adept
	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> <li>• Tailor communication to diverse audiences</li> <li>• Clearly explain complex concepts and arguments to individuals and groups</li> <li>• Create opportunities for others to be heard, listen attentively and encourage them to express their views</li> <li>• Share information across teams and units to enable informed decision making</li> <li>• Write fluently in plain English and in a range of styles and formats</li> <li>• Use contemporary communication channels to share information, engage and interact with diverse audiences</li> </ul>	Adept
	<b>Work Collaboratively</b> Collaborate with others and value their contribution	<ul style="list-style-type: none"> <li>• Recognise outcomes achieved through effective collaboration between teams</li> <li>• Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government</li> <li>• Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions</li> <li>• Network extensively across government and organisations to increase collaboration</li> <li>• Encourage others to use appropriate collaboration approaches and tools, including digital technologies</li> </ul>	Advanced

## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	<b>Plan and Prioritise</b> Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> <li>Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work</li> <li>Initiate, prioritise, consult on and develop team and unit goals, strategies and plans</li> <li>Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses</li> <li>Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>Evaluate outcomes and adjust future plans accordingly</li> </ul>	Adept
	<b>Demonstrate Accountability</b> Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> <li>Assess work outcomes and identify and share learnings to inform future actions</li> <li>Ensure that own actions and those of others are focused on achieving organisational outcomes</li> <li>Exercise delegations responsibly</li> <li>Understand and apply high standards of financial probity with public monies and other resources</li> <li>Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety</li> <li>Conduct and report on quality control audits</li> <li>Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks</li> </ul>	Adept
	<b>Project Management</b> Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> <li>Understand all components of the project management process, including the need to consider change management to realise business benefits</li> <li>Prepare clear project proposals and accurate estimates of required costs and resources</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>Identify and evaluate risks associated with the project and develop mitigation strategies</li> <li>Identify and consult stakeholders to inform the project strategy</li> <li>Communicate the project's objectives and its expected benefits</li> <li>Monitor the completion of project milestones against goals and take necessary action</li> <li>Evaluate progress and identify improvements to inform future projects</li> </ul>	Adept

## FOCUS CAPABILITIES






Capability group/sets	Capability name	Behavioural indicators	Level
 People Management	<b>Manage and Develop People</b> Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> <li>Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes</li> <li>Adjust performance development processes to meet the diverse abilities and needs of individuals and teams</li> <li>Develop work plans that consider capability, strengths and opportunities for development</li> <li>Be aware of the influences of bias when managing team members</li> <li>Seek feedback on own management capabilities and develop strategies to address any gaps</li> <li>Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way</li> <li>Monitor and report on team performance in line with established performance development frameworks</li> </ul>	Adept
	<b>Inspire Direction and Purpose</b> Communicate goals, priorities and vision, and recognise achievements	<ul style="list-style-type: none"> <li>Promote a sense of purpose, and help the team to understand the strategic direction of the organisation and the needs of customers and stakeholders</li> <li>Translate broad organisational strategy and goals into tangible team goals and explain the links for the team</li> <li>Ensure that team objectives and outcomes lead to the implementation of government priorities and create value for customers and stakeholders</li> <li>Work to remove barriers to achieving goals</li> </ul>	Adept

## Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

## COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 <b>Personal Attributes</b>	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 <b>Relationships</b>	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Advanced
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
 <b>Results</b>	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
 <b>Business Enablers</b>	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
 <b>People Management</b>	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate