

Role Description

Public Relations Manager

Cluster	The Treasury
Agency	NSW Treasury
Division/Branch/Unit	Corporate Group / Communications
Location	Sydney CBD
Classification/Grade/Band	9/10
Kind of Employment	Ongoing
ANZSCO Code	225113
PCAT Code	2113392
Date of Approval	December 2019
Agency Website	www.treasury.nsw.gov.au

Agency overview

NSW Treasury leads the economic, jobs and investment conversation across New South Wales (NSW). From its position at the centre of government, Treasury drives the economic development strategy to guide the State's growth for the benefit of the people who live, work and study in NSW. Its work includes boosting trade, investment and tourism, developing industry, supporting jobs growth, improving service delivery to the community and increasing living standards, now and into the future.

Information about the structure and functions of the NSW Treasury can be sourced on our website: <https://www.treasury.nsw.gov.au> (Refer to "About Treasury" and "Our Treasury Team").

About Communications

The Communications team works across Treasury to promote awareness, interest, understanding and engagement amongst staff for corporate and business news.

The team develop clear, consistent and regular messages about Treasury's vision and values, major projects and plans which give staff a line of sight between their role and the direction of the organisation.

Primary purpose of the role

As Public Relations Manager you will manage Treasury's brand through proactive public relations initiatives and thought leadership activities, consistent with the purpose of building a world class Treasury.

Key accountabilities

- Drive proactive media relations for Treasury and the Treasurer – including creating media opportunities, organising roundtables, writing Op-Eds, conference participation, speaking opportunities, earned media, social media, media events, and securing of awards and recognition.
- Develop and drive the Treasury Spokesperson strategy – including direct engagement and choice of

spokesperson, briefing and interview management.

- Foster relationships with key media and influencers.
- Lead on social media thought leadership activities for Treasury.
- Deliver a high impact/high volume media service by working closely with internal stakeholders to develop timely responses to media enquiries and manage correspondence with media outlets, to maintain good relationships and flow of information.
- Build an ongoing relationship with the Treasurer's Office - ensure a timely response to enquiries and maintaining an ongoing positive working relationship.
- Develop media and communication content and materials, including but not limited to media releases, thought-leadership articles, talking points, opinion pieces, briefs and speeches.
- Provide on-call monitoring of media and ensure timely response to arising issues.
- Produce high quality content for a range of channels including media releases, speeches, fact sheets and digital content.

Key challenges

- Create purposeful opportunities to drive Treasury's strategies into public forums.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously, while prioritizing high-impact work.

Key relationships

Who	Why
Internal	
Director Communications	<ul style="list-style-type: none">• Receive guidance and professional support, provide expert advice and exchange information
Senior Media Manager	<ul style="list-style-type: none">• Report directly to this role – receive guidance and support and exchange information
Work Team	<ul style="list-style-type: none">• Provide guidance, mentorship and advice to fellow team members
Leadership Team	<ul style="list-style-type: none">• Provide strategy and implementation support for communication within Groups
External	
Other agencies	<ul style="list-style-type: none">• Partner on any cross-agency communication initiatives

Role dimensions

Decision making

The person in this role would:

- Plan, lead and organise work to achieve agreed business objectives and performance criteria, within approved work plans.
- Act autonomously and be proactive to deliver on the branches priorities.

Reporting line

This role reports to the Senior Media Manager.

Direct reports

Not Applicable

Budget/Expenditure

Not Applicable

Essential requirements

- Demonstrated experience in public/media relations - in an agency or inhouse public relations role.
- Successful track record in PR and communications, including strategic development and implementation of ongoing proactive PR programs.
- Strong business acumen – in a finance-focused industry a plus.
- Bachelor's degree required in communications, journalism or relevant area.





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Advanced
	Value Diversity	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Act with Integrity Personal Attributes	Adept	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way and encourage others to do so. Demonstrate professionalism to support a culture of integrity within the team/unit. Set an example for others to follow and identify and explain ethical issues. Ensure that others understand the legislation and policy framework within which they operate. Act to prevent and report misconduct, illegal and inappropriate behaviour.
Manage Self Personal Attributes	Advanced	<ul style="list-style-type: none"> Act as a professional role model for colleagues, set high personal goals and take pride in their achievement. Actively seek, reflect and act on feedback on own performance. Translate negative feedback into an opportunity to improve. Maintain a high level of personal motivation. Take the initiative and act in a decisive way.
Communicate Effectively Relationships	Advanced	<ul style="list-style-type: none"> Present with credibility, engage varied audiences and test levels of understanding. Translate technical and complex information concisely for diverse audiences. Create opportunities for others to contribute to discussion and debate. Actively listen and encourage others to contribute inputs. Adjust style and approach to optimise outcomes. Write fluently and persuasively in a range of styles and formats.
Work Collaboratively Relationships	Advanced	<ul style="list-style-type: none"> Build a culture of respect and understanding across the organisation. Recognise outcomes which resulted from effective collaboration between teams. Build co-operation and overcome barriers to information sharing and communication and collaboration across the organisation and cross-government. Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions.
Deliver Results Results	Advanced	<ul style="list-style-type: none"> Drive a culture of achievement and acknowledge input of others. Investigate and create opportunities to enhance the achievement of organisational objectives. Make sure others understand that on-time and on-budget results are required and how overall success is defined. Control output of business unit to ensure government outcomes are achieved within budget. Progress organisational priorities and ensure effective acquisition and use of resources.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Project Management Business Enablers	Adept	<ul style="list-style-type: none"> Seek and apply the expertise of key individuals to achieve organisational outcomes.
		<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms. Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements. Prepare accurate estimates of costs and resources required for more complex projects. Communicate the project strategy and its expected benefits to others. Monitor the completion of project milestones against goals and initiate amendments where necessary. Evaluate progress and identify improvements to inform future projects.