

Role Description

Communications Advisor



POWERHOUSE

Cluster	Department of Enterprise, Investment and Trade
Agency	Museum of Applied Arts & Sciences
Department/Unit	Communications
Location	Ultimo
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	225113
PCAT Code	1311492
Date of Approval	April 2023
Agency Website	maas.museum

Agency Overview

The Powerhouse sits at the intersection of the arts, design, science, and technology and plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Ultimo, Sydney Observatory, and the Museums Discovery Centre in Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Powerhouse is a custodian of over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

The Powerhouse undertaking a landmark renewal program which includes the creation of Powerhouse Parramatta, the largest cultural infrastructure project since the Sydney Opera House; the expansion of Powerhouse, Castle Hill which includes expanded storage and new research and public facilities and the renewal of the iconic Powerhouse Museum in Ultimo. Key to the renewal is the assessment and digitisation of over 380,000 objects from the museum's collection providing new levels of access.

Primary purpose of the role

Contribute to the delivery of strategic communications and stakeholder engagement campaigns that support the successful, timely delivery of the Powerhouse's exhibitions and programs. Help build partnerships, audiences, and the profile of the museum's renewal program. Communicate with clarity and consistency across the institution, its stakeholders, partners, and communities.

Key Accountabilities

- Cultivate and maintain collaborative relationships across the museum, media, and cultural sector.
- Prepare, implement, and evaluate integrated communications strategies for exhibitions, programs and renewal activities.
- Conduct research, analysis, monitoring and reporting to support the team with proactive engagement opportunities, responding to questions and flagging potential issues in a timely manner.
- Develop copy and work with designers to create creative collateral across media releases, web and social media, electronic newsletters and internal communications channels to ensure messaging across all channels is consistent and engaging.

- Build and maintain strong working relationships with external suppliers and agencies.
- Collaborate with broader Marketing & Communications and Program teams to ensure alignment via thorough consultation, planning and delivery, activity, and opportunities.

Key challenges

- Strategically balance a broad range of projects with competing priorities and ensure the achievement of results and deadlines.
- Ensure timely response in a rapid communication environment.
- Establish and uphold internal processes and procedures for consistent communication.
- Manage external contractors with a high degree of rigour and responsiveness.

Key relationships

Who	Why
Internal	
Communications Manager	<ul style="list-style-type: none"> • Receive direction, exchange information and provide advice
Head of Marketing & Communications	<ul style="list-style-type: none"> • Receive broad guidance, exchange information and provide advice.
Department team members	<ul style="list-style-type: none"> • Ensure integrated approach to communication
Programs & Engagement, Curatorial, Exhibitions and Project teams	<ul style="list-style-type: none"> • Provide quality client services and clear communication
External	
Media outlets, journalists, content creators and influencers	<ul style="list-style-type: none"> • Build and maintain effective working relationships and provide timely information and advice
External contractors and service providers and government media advisers	<ul style="list-style-type: none"> • Provide clear briefings and liaise on opportunities and issues as required.

Role dimensions

Reporting line

Communications Manager

Direct reports

Nil

Budget/Expenditure

As per Powerhouse delegations.

Essential requirements

- Tertiary qualifications in a relevant discipline such as communications and/or equivalent professional experience.
- Experience designing and implementing communications campaigns in a complex cultural institution, related organisation or government department.
- Ability to manage external contractors and coordinate internal teams to deliver desired outcomes.
- Excellent written and oral communication skills with the ability to adapt communications for a range of internal audiences.
- A demonstrated ability to work independently, creatively and as a member of a team to deliver competing priorities.
- Well-developed people skills with experience dealing with a diverse range of stakeholders.

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	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately • Work through challenges • Remain calm and focused in challenging situations 	Intermediate
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation 	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept





FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Results	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed 	Intermediate
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs 	Intermediate
 Business Enablers	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> • Perform basic research and analysis to inform and support the achievement of project deliverables • Contribute to developing project documentation and resource estimates • Contribute to reviews of progress, outcomes and future improvements • Identify and escalate possible variances from project plans 	Intermediate

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
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	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	Foundational
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate