

# Role Description

## Senior Communications Advisor - YSDLS

Cluster	Stronger Communities
Agency	Legal Aid NSW
Division/Branch/Unit	Executive
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	271311
PCAT Code	3111592
Date of Approval	22 March 2021
Agency Website	<a href="http://www.legalaid.nsw.gov.au">www.legalaid.nsw.gov.au</a>

### Agency overview

Legal Aid NSW is the largest legal aid agency in Australia, comprising a Central Sydney office and 25 regional offices in metropolitan and regional centres across NSW and a number of specialist services and advice clinics. It was established under the Legal Aid Commission Act 1979 as an independent authority to assist economically and socially disadvantaged people to understand and protect their rights in the legal system. People with disabilities, from people from culturally and linguistically diverse backgrounds, women and children, Indigenous people and people with mental illness are some of the groups who may experience difficulties when enforcing and defending their rights.

Working in partnership with private lawyers, Legal Aid NSW provides legal advice, information and minor assistance and legal representation to eligible people in many areas of law. Legal Aid NSW also provides alternative dispute resolution services, community legal education programs, and publications on legal issues.

Your Story Disability Legal Support (Your Story) supports people to engage with the Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability (the Royal Commission). It provides legal support, advice, information and assistance to people with disability, their families, carers, supporters and advocates wanting to engage with the Royal Commission. It is an independent, trauma-informed and culturally safe service delivered nationally using best practice standards and a human rights approach. The service is a joint initiative of National Legal Aid and the National Aboriginal and Torres Strait Islander Legal Service. Your Story collaborates and consults with key stakeholders including peak organisations representing people with disability.

Your Story Disability Legal Service (National Legal Aid) is a project of National Legal Aid (NLA) and is established based on a consortium of Legal Aid Commissions in all States and Territories. It incorporates a central coordinating team and legal support team, both of which are based in Legal Aid NSW; and a National Infoline based in Legal Aid Queensland and a solicitor in each Legal Aid Commission in each state and territory. A Your Story social worker works alongside the legal team to address the social and support needs of clients.

### Primary purpose of the role

This role will provide communication support to Your Story Disability Legal Support primarily through internal and external communication initiatives to enable Your Story to achieve its objectives. The role will develop and implement a communications strategy to raise awareness about Your Story Disability Legal

Support and to promote safe, informed, and independent engagement with the Disability Royal Commission.

**Key accountabilities**

- Work with the central coordination team and staff in each state and territory to identify opportunities to raise awareness about Your Story Disability Legal Support and to promote safe, informed and independent engagement with the Disability Royal Commission.
- Work with the central coordination team and staff in each state and territory to develop and support national and local media strategies (including social media) to enable the objectives of Your Story Disability Legal Support.
- Develop and maintain strong and effective relationships with media and relevant counterparts in the disability and justice sector.
- Produce media content that is accessible to people with disability.
- Develop content, create and maintain social media on behalf of Your Story Disability Legal Support.
- Manage media relations and respond to media inquiries
- Write media releases and speeches as required, distribute media releases to appropriate media organisations. On a needs basis, coordinate access to the media by Your Story Disability Legal Support in relation to media releases.
- Provide support and training to Your Story Disability Legal Support staff engaging with the media.

**Key challenges**

- Developing media strategies that increase awareness of Your Story Disability Legal Support and promotes safe, informed and independent engagement with the Disability Royal Commission.
- Providing media content and approaches that are accessible to people with disability and is tailored to the different issues, needs and barriers faced by people with disability.
- Using initiative and judgment in dealing with the media.

**Key relationships**

Who	Why
<b>Internal</b>	
Director	<ul style="list-style-type: none"> <li>• Escalate issues, keep informed, advise and receive instructions.</li> </ul>
Central Coordination Team	<ul style="list-style-type: none"> <li>• Support team.</li> <li>• Work collaboratively to contribute to achieving the objectives of Your Story.</li> <li>• Resolve issues and provide solutions to problems.</li> </ul>
Jurisdictional lawyers in each state and territory	<ul style="list-style-type: none"> <li>• Support team.</li> <li>• Work collaboratively to contribute to achieving the objectives of Your Story.</li> <li>• Resolve issues and provide solutions to problems.</li> </ul>
<b>External</b>	
Disability Royal Commission, National Disability Advocacy Program, disability sector, Legal Aid Commissions, National Aboriginal	<ul style="list-style-type: none"> <li>• Develop effective relationships with media counterparts.</li> <li>• Report on external communication activities.</li> <li>• Maintain contemporary knowledges of issues affecting people with disability and the disability sector.</li> </ul>

and Torres Strait Islander Legal Services

## Role dimensions

### Decision making

The role operates with a level of autonomy in respect to their day to day work priorities, provides support to the team and escalates issues to the Director Your Story Disability Legal Services.

### Reporting line

Director, Your Story Disability Legal Services

### Budget/Expenditure

N/A

## Essential requirements

At least 2 years' professional experience as a journalist and/or in public relations.

An understanding of the legal system and of the role and services of Legal Aid NSW.

Ability to provide written materials which are clear, concise and grammatically correct.


## 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](http://www.psc.nsw.gov.au/capabilityframework)

This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at [www.psc.nsw.gov.au/capabilityframework/ICT](http://www.psc.nsw.gov.au/capabilityframework/ICT)

## 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
	<b>Display Resilience and Courage</b>	<b>Adept</b>
	Act with Integrity	Adept
	<b>Manage Self</b>	<b>Adept</b>
	Value Diversity	Adept

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	<b>Communicate Effectively</b>	<b>Advanced</b>
	Commit to Customer Service	Adept
	<b>Work Collaboratively</b>	<b>Adept</b>
	Influence and Negotiate	Intermediate
	<b>Deliver Results</b>	<b>Adept</b>
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

### 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
<b>Personal Attributes</b> Display Resilience and Courage	Adept	<ul style="list-style-type: none"> <li>• Be flexible, show initiative and respond quickly when situations change</li> <li>• Give frank and honest feedback/advice</li> <li>• Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively</li> <li>• Raise and work through challenging issues and seek alternatives</li> <li>• Keep control of own emotions and stay calm under pressure and in challenging situations</li> <li>• Look for and take advantage of opportunities to learn new skills and develop strengths</li> </ul>
Manage Self	Adept	<ul style="list-style-type: none"> <li>• Show commitment to achieving challenging goals</li> <li>• Examine and reflect on own performance</li> <li>• Seek and respond positively to constructive feedback and guidance</li> <li>• Demonstrate a high level of personal motivation</li> </ul>

**NSW Public Sector Capability Framework**

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>• Present with credibility engage varied audiences and test levels of understanding</li> <li>• Translate technical and complex information concisely for diverse audiences</li> <li>• Create opportunities for others to contribute to discussion and debate</li> <li>• Actively listen and encourage others to contribute inputs</li> <li>• Adjust style and approach to optimise outcomes</li> <li>• Write fluently and persuasively in a range of styles and formats</li> </ul>
Work Collaboratively	Adept	<ul style="list-style-type: none"> <li>• Encourage a culture of recognising the value of collaboration</li> <li>• Build co-operation and overcome barriers to information sharing and communication across teams/units</li> <li>• Share lessons learned across teams/units</li> <li>• Identify opportunities to work collaboratively with other teams/ units to solve issues and develop better processes and approaches to work</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>• Take responsibility for delivering on intended outcomes</li> <li>• Make sure team/unit staff understand expected goals and acknowledge success</li> <li>• Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>• Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>• Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>• Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>