Role Description
Manager, Stakeholder Engagement

Cluster	Customer Service
Department/ Agency	Department of Customer Service
Division/ Branch/Unit	Digital.NSW and Customer Service ICT/NSW Telco Authority
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	132111
PCAT Code	1111492
Date of Approval	January 2019

Primary purpose of the role

Leads a team in the development, coordination and delivery of effective stakeholder engagement and stakeholder communications for the agency.

Key accountabilities

- Lead, motivate and manage a team in the development, coordination and delivery of an ongoing program of stakeholder engagement and communications to actively engage stakeholders across government and the community, to support and promote the work of the Department of Customer Service.

- Assist business to clearly articulate their stakeholder and communications aims and goals and enhance their understanding on the team expertise to effectively support them archiving those goals

- Prepare stakeholder and engagement communications plans and advice that map relevant stakeholders, communications activities, audiences, channels, timelines and key messages to support Department initiatives, as well as identify reputational risks and implement required mitigation strategies to address these risks.

- Manage stakeholder communication channels including digital and ensure clear, effective, and engaging communications materials distributed to various stakeholder groups across a range of channels to archive various communication goals

- Facilitate engagement and consultation with ministers' offices, business partners and other stakeholders, providing strategic advice and guidance to ensure the engagement and communications well delivered

- Facilitate stakeholder and community engagement events and speeches to meet the business requirement

- Collaborate with specialist expertise across the division to ensure that best practice engagement is incorporated as part of a seamless and integrated communications service.

- Develop and implement strategies to monitor, evaluate and deliver continuous improvement in all aspects of the team's work.

Key challenges

- Developing and maintaining strong relationships with internal stakeholders by managing expectations, advising on risk and proactively proposing risk mitigation strategies.

- Understanding the potential political, media or other reputational risks on a diverse range of initiatives, including complex projects.

- Ensuring engagement and communication occurring within budget and timeframe so as to maximise positive impact on community and stakeholders.

Key relationships

Who	Why
Internal	
Executive Director	▪ Inform through reporting sensitive and emerging issues ▪ Provide expert advice and regular reporting on the status of programs and initiatives
Working Groups	▪ Participate in meetings, provide advice, present information on program/project status, sensitive and emerging issues and report on outcomes ▪ Lead cross-functional projects, working groups and networks ▪ Lead and motivate team members, promote collaboration, allocate and monitor work, provide guidance and instruction ▪ Develop staff capabilities and contribute to a best practice engagement development across DCS
Director	▪ Receive guidance and direction ▪ Advise on program/project status, sensitive and emerging issues ▪ Escalate issues, keep informed, advise
Business unit/Customer	▪ Negotiate outcomes and timeframes ▪ Work collaboratively, report on and guide the implementation of strategies and projects ▪ Negotiate, influence, resolve and provide solutions to issues ▪ Contribute to a client-focused approach to service delivery
External	
Stakeholders	▪ Develop and maintain effective working relationships and open channels of communication ▪ Engage with, consult, provide and obtain information ▪ Work collaboratively, negotiate, influence, report on and guide effective outcomes
Other Government Agencies	▪ Participate in meetings and represent the Department or business perspective ▪ Lead or participate in joint initiatives/projects
Vendors/Service Providers	▪ Negotiate and manage contracts and monitor provision of service to ensure compliance with contracts and service arrangements

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Executive. It refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the Director.

Reporting line

Director

Direct reports

This role has various direct reports

Budget/Expenditure

As per the Customer Service delegation

Essential Requirements

Nil

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at http://www.psc.nsw.gov.au/sector-support/capability-framework

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**	**Advanced**
	Act with Integrity	Intermediate
	Manage Self	**Adept**
	Value Diversity	Intermediate
Relationships	**Communicate Effectively**	**Advanced**
	Commit to Customer Service	**Advanced**
	Work Collaboratively	Adept
	Influence and Negotiate	**Advanced**

NSW Public Sector Capability Framework		
Capability Group	**Capability Name**	**Level**
Results	**Deliver Results**	**Adept**
	Plan and Prioritise	Adept
	Think and Solve Problems	**Advanced**
	Demonstrate Accountability	Adept
Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Adept
	Project Management	**Adept**
People Management	**Manage and Develop People**	**Adept**
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	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**
Personal Attributes Display Resilience and Courage	Advanced	• Stay calm and act constructively in highly pressured and unpredictable environments • Give frank, honest advice in the face of strong, contrary views • Accept criticism of own ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues
Personal Attributes Manage Self	Adept	• 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 a high level of personal motivation
Relationships Communicate Effectively	Advanced	• Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• 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
Relationships Influence and Negotiate	Advanced	• Influence others with a fair and considered approach and present persuasive counter-arguments • Work towards mutually beneficial win/win outcomes • Show sensitivity and understanding in resolving acute and complex conflicts • Identify key stakeholders and gain their support in advance • Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Pre-empt and minimise conflict within the organisation and with external stakeholders
Results Deliver Results	Adept	• Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Think and Solve Problems	Advanced	• Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis
Business Enablers Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
People Management Manage and Develop People	Adept	• Define and clearly communicate roles and responsibilities to achieve team/unit outcome • Negotiate clear performance standards and monitor progress • Develop team/unit plans that take into account team capability, strengths and opportunities for development • Provide regular constructive feedback to build on strengths and achieve results • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way • Monitor and report on performance of team in line with established performance development frameworks
People Management Optimise Business Outcomes	Adept	• Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives • Allocate resources to ensure achievement of business outcomes and contribute to wider workforce planning • Ensure that team members base their decisions on a sound understanding of business principles applied in a public sector context • Monitor performance against standards and take timely corrective actions • Keep others informed about progress and performance outcomes