Role Description
Senior Communications Officer

Cluster	Regional NSW
Agency	Department of Primary Industries
Division/Branch/Unit	DPI/Engagement and Industry Assistance
Location	Various
Classification/Grade/Band	Clerk Grade 9/10
Role Number	TBC
ANZSCO Code	131114
PCAT Code	1221492
Date of Approval	March 2017 (updated July 2020)
Agency Website	www.dpi.nsw.gov.au

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible 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.

The NSW Department of Primary Industries (NSW DPI) supports the development of profitable primary industries that create a more prosperous NSW and contributes to a better environment through the sustainable use of natural resources.

DPI Engagement and Industry Assistance Branch is focused on delivering programs that build stronger primary industries by providing critical rural support and enhance DPI's connection with communities, industries and people. This branch is made up of DPI's key engagement arms including the business resilience, the Rural Assistance Authority, emergency operations, international engagement, communications and stakeholder engagement.

Primary purpose of the role

The role drives and implements strategic, multi-channel communications for DPI including corporate communications, media and stakeholder communications. The role develops and implements communication strategies to support DPI and Government initiatives and programs, targeting identified stakeholders, ensuring all communication aligns with Department style, tone and brand guidelines, and measure and report on the outcomes, and identifies new communications trends and how the Department may utilise these to enhance its performance and outcomes for the Department.

Key accountabilities

- Provide internal consultancy and communications advice to the DPI executive and branches to ensure consistency of key messages produced and delivered in a format, style and tone appropriate to the situation and audience, and develop corporate communications strategies to enhance and protect the reputation of DPI with stakeholders and the public.
- Develop, publish and promote integrated content across all channels including website, social media, email, print, audiovisual, media and corporate communications, and measure and report on outcomes.
- Develop and maintain an understanding of the broader work of the branch and a capacity to assist other units as required.
- Manage the creation of corporate collateral that supports key Government initiatives
- Contribute to the strategic communications plan for the branch and develop integrated communication plans as required.
- Proactively contribute to DPI's corporate positioning and ensure written material fits within policy guidelines including briefings, policies, strategic correspondence and corporate collateral.

Key challenges

- Obtaining and maintaining confidence and support of clients, stakeholders and peers by ensuring the delivery of professional, contemporary, accurate and responsive advice, strategy and recommendations.
- Contributing to departmental objectives and programs where there is resistance at some levels through negotiation and by influencing improved communication processes, strategies and outcomes which support the Government, the Department, and our stakeholders.
- Effectively working in a high pressure environment, under tight deadlines and within limited resources.

Key relationships

Who	Why
Internal	
Manager Communications	• Receive guidance, collaborate on integrated communications solutions.
Deputy Director General	• Receive guidance from and provide regular updates on key issues and initiatives and priorities.
Staff	• Work collaboratively with other team members to achieve common goals.
Departmental Managers & Business Units	• Build relationships with key subject matter experts and influencers within the business, educate and influence on communications approaches.
Communications team	• Keep informed of DPI Communications and engagement initiatives collaborate on Department-wide initiatives.
Information & Technology Team	• Seek advice regarding technical requirements and discuss and develop online solutions and share information

Who	Why
External	
Industry groups	• Consider feedback, understand needs and strategic direction of key industry partners, identify triggers and support effective communications.
State federal agencies and research organisations	• Work collaboratively to identify and resolve issues and opportunities

Role dimensions

Decision making

Day-to-day decisions regarding setting priorities in relation to the projects and targets for which they are responsible.

Reporting line

Manager Communications

Direct reports

Nil

Budget/Expenditure

Nil

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.

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FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct • Recognise and report misconduct and illegal and inappropriate behaviour • Report and manage apparent conflicts of interest and encourage others to do so	Intermediate
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• 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
	Work Collaboratively Collaborate with others and value their contribution	• Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services	Adept

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FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
Results	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Understand the team and unit objectives and align operational activities accordingly • Initiate and develop team goals and plans, and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environments	Intermediate
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	• 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	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies	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.

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COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	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	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Advanced
Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	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	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate

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