Role Description
Media & Communications Officer

Cluster	Regional NSW
Agency	Department of Regional NSW
Division/Branch/Unit	Office of the Secretary/ Media Communications & Engagement
Location	Sydney/Newcastle
Classification/Grade/Band	Clerk Grade 7-8
Role Family (internal use only)	Adapted/ Communications & Engagement/Deliver
ANZSCO Code	212499
PCAT Code	1127392
Date of Approval	July 2019 (updated June 2020)
Agency Website	http://www.nsw.gov.au/regionalnsw

Agency overview

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

Primary purpose of the role

The role provides media and communications planning and implementation for the Department of Regional NSW.

Key accountabilities

- Identify, research and develop innovative communications solutions and implement communications strategies, projects and supporting activities to drive engagement, productivity and change initiatives
- Create, develop, write and distribute and measure communications channels and tactics and conduct ongoing research including campaign tracking and Google Analytics to increase conversion rates, engagement and overall channel satisfaction
- Contribute to the continual improvement of the Department's communications channels including developing media content, selection of new tools, templates and designs
- Maintain close working relationships with, and provide specialist advice, standards and support to staff in their implementation of approved communications strategy
- Develop and implement new content in cooperation with other divisions and teams within the organisation to drive communications strategies
- Engage, share and transfer specialist knowledge, expertise and skills to staff and stakeholders
- Demonstrate standards of professional behaviour and ethics that promote and maintain public confidence and trust in the work of the branch and the department

- Participate as part of a multi-disciplinary, co-operative and collaborative corporate communications team

Key challenges

- Meeting project and tactical milestones within budget, standards and timeframes
- Developing and maintaining an effective network of both internal and external stakeholders to support and facilitate effective project and tactical management and implementation
- Proactively ensuring understanding of changing departmental structure and dynamics to make sure that the most effective communications tactics and channels are consistently implemented

Key relationships

Who	Why
Internal	
Manager Communications Office of the Secretary	- Receive directions - Report back on work program - Identify and raise issues that need resolving
Communications and engagement team	Work collaboratively to support teamwork and achieve branch outcomes
Departmental Staff	- Build networks across the department to effectively work on communications initiatives - Provide advice and assistance on communications related matters

Role dimensions

Decision making

- Independently makes decisions on own work program
- Refers to the manager issues that are contentious or require higher delegation for approval

Reporting line

Manager Communications Office of the Secretary

Direct reports

Nil

Budget/Expenditure

Nil

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	Intermediate
	Act with Integrity	**Intermediate**
	Manage Self	Intermediate
	Value Diversity	Intermediate
Relationships	**Communicate Effectively**	**Adept**
	Commit to Customer Service	**Intermediate**
	Work Collaboratively	**Adept**
	Influence and Negotiate	Intermediate
Results	Deliver Results	Intermediate
	Plan and Prioritise	**Adept**
	Think and Solve Problems	**Adept**
	Demonstrate Accountability	Intermediate
Business Enablers	Finance	Foundational
	Technology	**Adept**
	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**
Personal Attributes Act with Integrity	Intermediate	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Report and manage apparent conflicts of interest
Relationships Communicate Effectively	Adept	• Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	• Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Relationships Work Collaboratively	Adept	• Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Plan and Prioritise	Adept	• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Results Think and Solve Problems	Adept	• Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of option • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Business Enablers	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate

Group and Capability	Level	Behavioural Indicators
Technology		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 • 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
Business Enablers Project Management	Intermediate	• Perform basic research and analysis which others will use to inform project directions • Understand project goals, steps to be undertaken and expected outcomes • Prepare accurate documentation to support cost or resource estimates • Participate and contribute to reviews of progress, outcomes and future improvements • Identify and escalate any possible variance from project plans