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 directionsReport 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

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Budget/Expenditure
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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		
	Display Resilience and Courage	Intermediate		
	Act with Integrity	Intermediate		
Personal Attributes	Manage Self	Intermediate		
Autouces	Value Diversity	Intermediate		
	Communicate Effectively	Adept		
63	Commit to Customer Service	Intermediate		
	Work Collaboratively	Adept		
Relationships	Influence and Negotiate	Intermediate		
Results	Deliver Results	Intermediate		
	Plan and Prioritise	Adept		
	Think and Solve Problems	Adept		
	Demonstrate Accountability	Intermediate		
Business P Enablers	Finance	Foundational		
	Technology	Adept		
	Procurement and Contract Management	Foundational		
	Project Management	Intermediate		

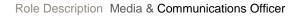
Focus capabilities

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 	



Group and Capability	Level	Behavioural Indicators
Group and Capability	Levei	
		Report and manage apparent conflicts of interest
Relationships	Adept	Tailor communication to the audience
Communicate Effectively		 Clearly explain complex concepts and arguments to individuals and argument
		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	Intermediate	 Support a culture of quality customer service in the
Commit to Customer Service		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
Relationships	Adept	Encourage a culture of recognising the value of collaboration
Work Collaboratively		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
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Results	Adept	 Lake into account future aims and goals of the team/unit and organisation when prioritising own and others' work
Plan and Prioritise		 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	Adept	Research and analyse information, identify interrelationships
Think and Solve Problems	- I	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
	, aopi	to the work unit, and identify and select the most appropriate



NSW Public Sector Capability Framework		
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

