

Role Description

Team Leader Communications

Portfolio	Primary Industries and Regional Development
Agency	Local Land Services
Division/Branch	Organisational Strategy and Performance / Strategic Communications
Classification/Grade/Band	LLS A&C Grade 7
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	June 2025
Agency Website	www.lls.nsw.gov.au

Agency overview

The Department of Primary Industries and Regional Development (DPIRD) is the department dedicated to growing primary industries and supporting regional economic development to deliver long term benefits to the state. Our focus is to protect, support and develop our primary industries, mining sector, and regions.

DPIRD brings together Agriculture and Biosecurity; Fisheries and Forestry; Local Land Services; NSW Resources; Regional Development and Delivery; the Regional Growth NSW Development Corporation; NSW Public Works and Soil Conservation Service.

We have nearly 5,000 employees, with almost 80 per cent of us living and working in regional NSW.

Local Land Services (LLS) is an Executive Agency related to the Department. It provides quality, customer-focused services to landholders and the community across New South Wales. This regionally based organisation brings together a wide range of service and advisory functions including agriculture, biosecurity, natural resource management, land management, biodiversity, emergency services and private native forestry.

Primary purpose of the role

The role works on identified communication projects that are cross-cluster Agency or complex projects, involving multiple internal and/or external stakeholders.

Key accountabilities

- Manage complex and cross-agency communication projects, including developing project plans, identifying and coordinating resources, managing budgets, and meeting reporting requirements to ensure project outcomes are achieved on time, on budget, to quality standards and within agreed scope
- Develop effective methodologies, monitoring, reporting and tools, designing and implementing processes to support divisional and team collaboration, and facilitate lessons learnt activities
- Establish and maintain stakeholder relationships through effective communication, negotiation and issues management to engage stakeholders and ensure project deliverables are met
- Prepare and maintain project documentation, source and collate information for reporting, monitor and evaluate processes to contribute to the achievement of project outcomes

- Manage and oversee coordinated industry research covering the economic, social and regulatory environment to develop a thorough understanding of factors affecting the delivery of communication and engagement strategy, and deliver appropriate analysis to inform projects and project design
- Provide advice and information to stakeholders on emerging project issues and to support project development and delivery in line with established plans, budgets, timeframes, policy objectives and other project priorities

Key challenges

- Managing consultations and negotiations with diverse stakeholders, within agreed timelines, given their varying expectations, viewpoints and interests
- Developing, coordinating and implementing effective and innovative performance monitoring and reporting solutions to support continuous improvement
- Maintaining a thorough and current understanding of issues and changes that may impact project deliverables

Key relationships

Internal

Who	Why
Business Partner/Manager	<ul style="list-style-type: none"> • Receive guidance and provide regular updates on key projects, issues and priorities • Provide advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions
Team	<ul style="list-style-type: none"> • Inspire and motivate team, provide direction and manage performance • Represent work group perspective and share information • Lead discussions and decisions regarding implementation of innovation and best practice
Internal project partners	<ul style="list-style-type: none"> • Support collaboration, ensure key tasks are completed and partners are aware of their accountabilities for the timely delivery of project outcomes
Internal Stakeholders	<ul style="list-style-type: none"> • Provide expert advice on project related issues • Report and provide updates on project progress • Consult and collaborate to resolve project related issues, define mutual interests and determine strategies to achieve their realisation

External

Who	Why
Stakeholders	<ul style="list-style-type: none"> • Provide expert advice on project related matters • Report and provide updates on project progress • Engage and consult in the resolution of project issues

Vendors/Service Providers and Consultants

- Manage contracts and monitor provision of service to ensure compliance with contract and service arrangements
 - Consult, provide and obtain information, negotiate required outcomes and timeframes
 - Resolve and provide solutions to issues
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Role dimensions

Decision making

- Exercises judgment and discretion in managing communications, prioritising and managing urgent issues
- Providing advice to Division on significant day-to-day decisions related to communication issue
- Refers to Director those decisions that involves potential risk to the Department or which require a higher delegation or approval
- Works with the Manager to embed consistent planning and performance monitoring and reporting throughout the Division

Reporting line

Manager, Corporate Communications

Direct reports

The role supervises up to 7 direct reports.

Budget/Expenditure

TBA

Essential requirements

- Tertiary qualifications in communications, business management and/or relevant experience

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

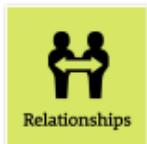
Focus capabilities

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.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
<div> Personal Attributes</div>	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none">• 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
<div> Personal Attributes</div>	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none">• Keep up to date with relevant contemporary knowledge and practices• 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 and maintain a high level of personal motivation	Adept
<div> Relationships</div>	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none">• 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

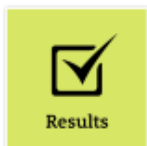


Commit to Customer Service

Provide customer-focused services in line with public sector and organisational objectives

- Focus on providing a positive customer experience
- Support a customer-focused culture in the organisation
- Demonstrate a thorough knowledge of the services provided and relay this knowledge 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
- Cooperate across work areas to improve outcomes for customers

Intermediate



Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work
- Initiate, prioritise, consult on and develop team and unit goals, strategies and plans
- Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses
- Ensure current work plans and activities support and are consistent with organisational change initiatives
- Evaluate outcomes and adjust future plans accordingly

Adept



Demonstrate Accountability

Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines

- Be proactive in taking responsibility and being accountable for own actions
- Understand delegations and act within authority levels
- Identify and follow safe work practices, and be vigilant about own and others' application of these practices
- Be aware of risks and act on or escalate risks, as appropriate
- Use financial and other resources responsibly

Intermediate

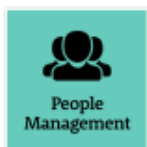


Project Management

Understand and apply effective planning, coordination and control methods

- Prepare and review project scope and business cases for projects with multiple interdependencies
- Access key subject-matter experts' knowledge to inform project plans and directions
- Design and implement effective stakeholder engagement and communications strategies for all project stages
- Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning
- Develop effective strategies to remedy variances from project plans and minimise impact
- Manage transitions between project stages and ensure that changes are consistent with organisational goals
- Participate in governance processes such as project steering groups

Advanced



Manage and Develop People

Engage and motivate staff, and develop capability and potential in others













- Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes
- Adjust performance development processes to meet the diverse abilities and needs of individuals and teams
- Develop work plans that consider capability, strengths and opportunities for development
- Be aware of the influences of bias when managing team members
- Seek feedback on own management capabilities and develop strategies to address any gaps
- Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way
- Monitor and report on team performance in line with established performance development frameworks

Adept

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.

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate