# Role Description

# Senior Communications Officer – Media (Identified)

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| **Role Description Fields** | **Details** |
| **Cluster** | **Premiers Department** |
| **Department/Agency** | **Aboriginal Affairs NSW** |
| **Division/Branch/Unit** | **Strategic Communications | Strategic Support Directorate** |
| **Role number** | **102495** |
| **Classification/Grade/Band** | **Clerk Grade 9/10** |
| **Senior executive work level standards** | **Not Applicable** |
| **ANZSCO Code** | **224412** |
| **PCAT Code** | **1119192** |
| **Date of Approval** | **22 August 2024** |
| **Agency Website** | [www.aboriginalaffairs.nsw.gov.au](http://www.aboriginalaffairs.nsw.gov.au) |

## Agency overview

The Premier’s Department is connecting to deliver from the heart of government. The Department:

* Leads the NSW public service by fostering a culture of service and collaboration, promoting strong public sector performance, and promoting the voice of Aboriginal people and communities across the sector.
* Ensures a whole of government response to urgent issues and crises by coordinating cross-agency responses to support our communities when they need it most.
* Delivers government priorities and election commitments, including complex, multi-agency projects.

For more information go to <https://www.nsw.gov.au/premiers-department>

**About Aboriginal Affairs**

Aboriginal Affairs NSW works alongside Aboriginal people and communities to make sure their voices are heard, and their interests represented in government. By leading and influencing policy change in government, we support the long-term social, cultural, and economic aspirations of Aboriginal people in NSW. The Aboriginal Affairs NSW Group of the Premier’s Department leads the delivery of the whole of government Closing the Gap reforms and other intergovernmental partnerships, working with all NSW Government clusters and in partnership with Aboriginal stakeholders.

To learn more about our work visit [www.aboriginalaffairs.nsw.gov.au](http://www.aboriginalaffairs.nsw.gov.au)

**Our Vision:** Every Aboriginal person and community is thriving and celebrated.

**Our Purpose:** We connect, listen, advocate, and enable Aboriginal Communities, to lead accountability and change across Government.

## Primary purpose of the role

The Senior Communications Officer manages and/or contributes to a range of communication strategies across all media platforms to support Aboriginal Affairs NSW and its delivery of key projects. They promote the agency’s work with Aboriginal communities and take a strategic approach to advancing its priorities.   
  
The role provides specialist support to managers and staff across Aboriginal Affairs NSW as it consults widely on all aspects of the agency’s work program. The Senior Communications Officer also actively contributes to the development of the agency’s communication policies, procedures, systems and protocols.  
  
This is a key role in the communications team. It works on major campaigns that support the wellbeing Aboriginal people and communities, and helps share their stories.

## Key accountabilities

* Manage a variety of communications functions across all platforms, including digital media, news media, social media, events, speeches and presentations, in consultation with the role supervisor and other managers.
* Develop and implement strategic communications plans for major projects or initiatives.
* Provide specialist communications and stakeholder engagement advice and/or briefing notes regarding a range of projects, events and initiatives.
* Actively contribute to the development, implementation and review of the agency’s communications policies, standards, systems and protocols.
* Work cooperatively with subject matter experts and conduct research to present information that meets audience needs.
* Manage the production of publications or other materials that are consistent with the agency’s priorities, corporate narrative and overall branding strategy.
* Identify and develop content that meets the information needs of diverse internal and external stakeholders; and contribute to the agency’s website presence, social media and intranet.
* Help build internal capabilities by guiding internal authors in the construction and presentation of materials to ensure the final message is accurate, consistent and readable.

## Key challenges

* Supporting successful implementation of significant changes to the agency's approach to communication, including a new corporate narrative and a social media strategy, in the context of competing priorities.
* Working collaboratively within a small team and more broadly within a complex stakeholder environment to ensure consistency in a diverse range of communications products.
* Balancing competing demands without foregoing quality or consistency under tight deadlines and high-volume workloads.

## Key relationships

**Internal**

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| Who | Why |
| Manager Communications | * Participate in discussions and decisions regarding work priorities and upcoming challenges; provide timely and quality information regarding projects and other agreed priorities * Receive feedback regarding performance and respond calmly and reasonably; demonstrate adaptability and flexibility. |
| Managers and staff | * Work across the agency to design and negotiate effective, targeted communication strategies * Maintain collegiate relationships and demonstrate thought leadership, initiative and expertise as required; build skills and capacity * Cooperate as an effective team member on projects such as launches, events and publications |

**External**

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| Who | Why |
| Minister’s Office | * Maintain cooperative working relationships to ensure the responsive and appropriate sharing of information |
| Department/ Cluster | * Cooperate to design, develop and implement key communication strategies, initiatives and products * Maintain relationships to share information and ensure consistency with requirements |
| Freelancers, creatives, vendors and/or suppliers | * Collaborate to design, illustrate and conceptualise communications across multiple platforms * Communicate priorities as appropriate and monitor performance against expectations |
| Aboriginal communities | * Collaborate with local Aboriginal communities and/or organisations to source information, share stories, and promote achievements. * Always act with respect and cultural sensitivity, informed by an understanding of cultural norms, relationships and practices. |

## Role dimensions

### Decision making

The Senior Communications Officer:

* Independently manages day-to-day work activities within agreed work and project plans
* Prioritises and proactively contributes communications expertise to the agency’s major projects in consultation with the role supervisor and subject matter experts
* Undertakes research, consults widely, chooses between conflicting views / information, and devises solutions that best balance the communication needs of the agency and its stakeholders
* Submits draft reports, analyses, briefings, speech notes and other forms of written advice for review by the role supervisor
* Receives advice and support from the role supervisor regarding significant changes to project outcomes or timeframes or those with the potential to escalate or create precedent

### Reporting line

The role reports to the Manager, Strategic Communications

### Direct reports

Nil. However, the role may be required to coach and guide staff and/or external communications professionals assigned to assist with project activities.

### Budget/Expenditure

Nil.

## Essential requirements

* Degree in a relevant discipline and/or relevant communications experience in a complex organisation.
* The department considers that being an Aboriginal person is a genuine occupational qualification for this role as per section 14 of the Anti-Discrimination Act 1977 (NSW).
* Demonstrated ability to communicate sensitively and effectively with, and understand issues impacting on Aboriginal and Torres Strait Islander peoples.

## Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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

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| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| personal-attributes | **Display Resilience and Courage**  Be open and honest, prepared to express your views, and willing to accept and commit to change | Be flexible, show initiative and respond quickly when situations change  Give frank and honest feedback and advice  Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately  Raise and work through challenging issues and seek alternatives  Remain composed and calm under pressure and in challenging situations | Adept |
| personal-attributes | **Manage Self**  Show drive and motivation, an ability to self-reflect and a commitment to learning | 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 |
| relationships | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | Present with credibility, engage diverse audiences and test levels of understanding  Translate technical and complex information clearly and concisely for diverse audiences  Create opportunities for others to contribute to discussion and debate  Contribute to and promote information sharing across the organisation  Manage complex communications that involve understanding and responding to multiple and divergent viewpoints  Explore creative ways to engage diverse audiences and communicate information  Adjust style and approach to optimise outcomes  Write fluently and persuasively in plain English and in a range of styles and formats | Advanced |
| results | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | Use own and others’ expertise to achieve outcomes, and take responsibility for delivering intended outcomes  Make sure staff understand expected goals and acknowledge staff success in achieving these  Identify resource needs and ensure goals are achieved within set budgets and deadlines  Use business data to evaluate outcomes and inform continuous improvement  Identify priorities that need to change and ensure the allocation of resources meets new business needs  Ensure that the financial implications of changed priorities are explicit and budgeted for | Adept |
| business-enablers | **Technology**  Understand and use available technologies to maximise efficiencies and effectiveness | Identify opportunities to use a broad range of technologies to collaborate  Monitor compliance with cyber security and the use of technology policies  Identify ways to maximise the value of available technology to achieve business strategies and outcomes  Monitor compliance with the organisation’s records, information and knowledge management requirements | Adept |
| business-enablers | **Project Management**  Understand and apply effective planning, coordination and control methods | Understand all components of the project management process, including the need to consider change management to realise business benefits  Prepare clear project proposals and accurate estimates of required costs and resources  Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements  Identify and evaluate risks associated with the project and develop mitigation strategies  Identify and consult stakeholders to inform the project strategy  Communicate the project’s objectives and its expected benefits  Monitor the completion of project milestones against goals and take necessary action  Evaluate progress and identify improvements to inform future projects | 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.

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| **Capability group/sets** | **Capability name** | **Description** | **Level** |
| personal-attributes | Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Intermediate |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Adept |
| relationships | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Intermediate |
| relationships | Work Collaboratively | Collaborate with others and value their contribution | Adept |
| relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
| results | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Adept |
| results | 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 |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |