

Role Description

Media Liaison Officer



Education

| | |
|---------------------------|--|
| Cluster | Education |
| Agency | Department of Education |
| Division/Branch/Unit | Skills & Higher Education / Training Services NSW / Industry & Community Relations |
| Location | Sydney |
| Classification/Grade/Band | Clerk Grade 7/8 |
| Kind of Employment | Ongoing |
| Role Number | 215928 |
| ANZSCO Code | 531112 |
| PCAT Code | 1119192 |
| Date of Approval | November 2019 |
| Agency Website | det.nsw.edu.au |

Agency overview

The NSW Department of Education provides, funds and regulates education services for NSW students from early childhood to secondary school, delivering world-class education through its public schools and providing funding support to non-government schools. We employ, develop and support teachers, leaders and other staff to deliver the best outcomes for students and to advance the wellbeing of Aboriginal people.

Training Services NSW (TSNSW) leads and manages the implementation of funded vocational education and training programs and services across the NSW training market including contracting and funding providers, quality assurance, leading reforms and administering apprenticeships and traineeships and Aboriginal programs.

The Branch also has a major role in industry and community relations and in supporting the business operations and systems, including forecasting, budget management, accounting and reporting activities for the large VET budget.

The Branch has frontline staff in 9 Regional Centres who manage relationships with providers and employers and implement and administer funded vocational education and training programs and services across the State.

Purpose of the role

Support the implementation of the media strategy for the Department including issues management, media relations and stakeholder communications.

Key Accountabilities

- Assist the Manager in providing high quality communication and media services internally and externally that present a professional profile of the Department
- Assist the implementation of the strategic plan for Media/Communications activities and develop project specific media and communication plans, liaising with respective project leads to ensure plans are appropriately targeted and meet Divisional requirements
- Contribute to the effective management of media representatives and issues to provide a constructive solution which promotes the objectives of the Government and Department
- Maintain relationships with staff throughout the Department, industry stakeholders and media representatives to promote effective information dissemination and communications to raise awareness of issues and promote resolution
- Actively identify media opportunities for the Department and its Divisions, engage appropriate internal stakeholders and participate in relevant external committees
- Prepare written material for inclusion in communication strategies and edit written material such as briefings, speeches, stories and media releases, as well as corporate presentations to ensure it complies with policy and editorial guidelines.
- Coordinate media launches, communication and corporate events which may on occasion, involve out of hours work to organise and attend such events

Key challenges

- Quickly distil identified emerging and urgent issues and develop consistent messages and communications which address the varying perspectives of multiple stakeholders in the context of government objectives.
- Build and maintain strong relationships with media and industry to facilitate quality reporting, promoting and enhancing the Department's public profile and professional image.
- Integrating new technology, researching new social media opportunities and communication strategies in a rapidly changing media environment.

Key Relationships

| Who | Why |
|---|--|
| Internal | |
| Manager and Director | <ul style="list-style-type: none"> • Receive instructions and liaise to develop media engagement activities for specific policies, plans and programs • Provide support with the liaison with Ministerial staff and the media, manage media issues and to deliver media collateral |
| Division Head and executive team within the client group | <ul style="list-style-type: none"> • Ensure they are informed of contentious issues • Provides media advice and facilitates a consistent approach to the delivery of messages and media management |
| Division | <ul style="list-style-type: none"> • To provide media relations advice and guidance as required • To proactively liaise with other branch stakeholders to ensure consistency of messaging |
| External | |
| Industry stakeholders & networks of media representatives | <ul style="list-style-type: none"> • Brief and liaise with consultants and suppliers and the delivery of services. |
| Industry stakeholders including councils and community groups | <ul style="list-style-type: none"> • To develop relationships and networks and maintain current knowledge of the media/communications industry |

Role Dimensions

Decision making

- Organises their own day to day work program, under the supervision of the Manager
- In a range of circumstances, the position holder will be required to devise an appropriate method for handling issues, and to determine who to consult and what weight to give to different views, advice and information received. This includes making decisions about which matters should be referred to the appropriate senior manager.
- Refers to the Manager those decisions which involve the management of contentious issues or potential risk to the Department's brand and image, or which require a higher delegation or approval

Reporting line

Manager Strategic Communications

Direct reports

Nil

Budget/Expenditure:

Nil

Essential requirements

- Experience in journalism and/or in media relations/communications.
- Knowledge of and commitment to the Department's Aboriginal Education policies.

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.

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 | <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 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 • Report and manage apparent conflicts of interest |
| Relationships Commit to Customer Service | Intermediate | <ul style="list-style-type: none"> • 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 | Intermediate | <ul style="list-style-type: none"> • Build a supportive and co-operative team environment • Share information and learning across teams • Acknowledge outcomes which were achieved by effective collaboration • Engage other teams/units to share information and solve issues and problems jointly • Support others in challenging situations |
| Results Plan and Prioritise | Intermediate | <ul style="list-style-type: none"> • Understand the team/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 impact on the achievement of team/unit goals • Accommodate and respond with initiative to changing priorities and operating environments |
| Results Demonstrate Accountability | Intermediate | <ul style="list-style-type: none"> • Take responsibility and be accountable for own actions • Understand delegations and act within authority levels • Identify and follow safe work practices, and be vigilant about |

| | | |
|--------------------------|--------------|---|
| | | their application by self and others |
| | | <ul style="list-style-type: none">• Be alert to risks that might impact the completion of an activity and escalate these when identified• Use financial and other resources responsibly |
| Business Enablers | Intermediate | |
| Project Management | | <ul style="list-style-type: none">• 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 |
