Role Description
Communications Advisor,
Graphic Design

Cluster	Planning, Industry and Environment
Agency	Department of Planning, Industry and Environment
Division/Branch/Unit	People, Performance & Culture
Location	Sydney
Classification/Grade/Band	Clerk Grade 7/8
Role Number	Various
ANZSCO Code	232411
PCAT Code	1111492
Date of Approval	October 2019
Agency Website	www.dpie.nsw.gov.au

Agency overview

The Planning, Industry and Environment Cluster (DPIE) was formed in 2019. The Cluster drives greater levels of integration and efficiency across key areas such as long-term planning, precincts, housing, property, infrastructure priorities, open space, the environment, our natural resources – land, water, mining – energy, and growing our industries. There is a strong emphasis on regional NSW.

Primary purpose of the role

Provide creative design and advice and produce print and digital visual communications to support the communication needs of the Department. Communication materials to be produced include, but are not limited to, posters, logos, brochures, document templates, PowerPoint presentations, banners and online graphics.

Key accountabilities

- In collaboration with copywriters, design and produce high-quality and engaging integrated communication materials to meet stakeholder requirements
- Undertake end to end design projects, corrections and finished art for a variety of communications and branding projects, within agreed timelines, and to achieve business objectives
- Maintain and update corporate identity guidelines and graphic assets for the Department.
- Provide advice across the branch on graphic design solutions, layout, branding, print and digital production and related matters
- Comply with statutory requirements relating to work health and safety and support strategies to promote ethical practice and an equitable, diverse and inclusive workforce environment

Key challenges

- Working on multiple projects and achieving project deadlines and providing high quality and engaging print and digital visual communications, while meeting performance standards within tight timeframes

- Understanding and adopting new technologies for the purpose of meeting changing user expectations.

Key relationships

Who	Why
Internal	
Manager	• Receive instructions and provide required specialist support • Provide accurate and expert advice, recommendations and solutions to manage work program issues • Provide progress reports on work outcomes • Inform of emerging and sensitive issues or conflicts • Contribute to the development and implementation of the Branch business plan and work program
Business units	• Maintain collaborative working relationships • Liaise to understand Department priorities, programs and activities • Coach to build capacity in stakeholder consultation and communication
Division branch teams	• Liaise to manage communication aspects of events and engagement activities
Team members	• Collaborate to share information on programs and projects • Participate in team meetings and contribute ideas to improve program, service delivery and work outcomes
External	
NSW and Local Government agencies, industry bodies, peak organisations and community stakeholders	• Maintain effective relationships to support communications activities • Liaise and represent the Department to coordinate delivery of appropriate information and key messages

Role dimensions

Decision making

The role:

- works with limited supervision and guidance to achieve overall agreed work program commitments
- supports the Manager to deliver tasks on time, within budget and to a high standard
- must consult with the Manager on significant issues or conflicts arising in the course of work performed
- operates within legislative and regulatory provisions, public sector frameworks, Department strategic and business plans, policies, delegations, budget and resource parameters.

Reporting line

The allocated Supervisor/Manager

Direct reports

Nil

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Budget/Expenditure

Nil

Essential requirements

- Experience receiving and following design briefs and projects with experience creating engaging print and digital designs (front end design, mock-ups, desktop publishing, templates, brochures, web banners etc.)
- Able to proof-read accurately with strong attention to detail
- Experience in design programs such as Adobe InDesign Creative Suite, Illustrator, Photoshop, After Effects, Premier Pro and Acrobat.
- Strong understanding of web content accessibility guidelines (WCAG) 2.0

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	Intermediate
	Commit to Customer Service	**Intermediate**
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
Results	**Deliver Results**	**Foundational**
	Plan and Prioritise	**Intermediate**
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Foundational
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 • Report and manage apparent conflicts of interest
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
Results Deliver Results	Foundational	• Complete own work tasks under guidance, within set budgets, timeframes and standards • Take the initiative to progress own work • Identify resources needed to complete allocated work tasks • Seek clarification when unsure of work tasks
Results Plan and Prioritise	Intermediate	• 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
Business Enablers Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks

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Group and Capability	Level	Behavioural Indicators
		• 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

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