

## INTERNAL COMMUNICATIONS SPECIALIST

BRANCH/UNIT	Communications and Marketing		
TEAM	Corporate Communications		
LOCATION	Various		
CLASSIFICATION/GRADE/BAND	TWL9		
POSITION NO.	TBA		
ANZSCO CODE	TBA	PCAT CODE	TBA
TAFE Website	<a href="http://www.tafensw.edu.au">www.tafensw.edu.au</a>		

### 1. ORGANISATIONAL ENVIRONMENT

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

### 2. POSITION PURPOSE

The Internal Communications Specialist is responsible for the development and execution internal communications activities to support the Portfolio Management Office (PMO), Change Management and Internal Communications Plans.

### 3. KEY ACCOUNTABILITIES

1. Work closely with the PMO and Executive Team to develop employee communications to support the implementation of the TAFE NSW Strategic Plan.
2. Implement the Change Management Internal Communications Plan ensuring that all agreed priorities and activities are completed efficiently and effectively.
3. Ensure internal communications comply with the editorial style guide, web style guide, branding guidelines and best practice accessibility and usability guidelines, making recommendations for change as required.
4. Work closely and regularly with the Executive Team and staff within the Regional Business Units to assist the delivery of TAFE NSW messaging frequently and consistently to facilitate the consistent delivery of TAFE NSW messaging and ensure that all staff receive the key corporate messages.
5. Research, write and produce internal communications content including newsletters, articles, presentations, information packs, Q&As, videos, podcasts, posters and brochures.
6. Provide monthly reports on the effectiveness of internal communications strategies and activities.
7. Reflect TAFE NSW's values in the way you work and abide by policies and procedures to ensure a safe, healthy and inclusive work environment.
8. Place the customer at the centre of all decision making.
9. Work with the Line Manager to develop and review meaningful performance management and development plans.

### 4. KEY CHALLENGES

- Maintaining quality of delivery in supporting the internal communications team across the intranet in the face of significant organisational change.

### 5. KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Senior Internal Communications Manager	<ul style="list-style-type: none"><li>• Receive leadership, direction, guidance, and consultation.</li></ul>

### 6. POSITION DIMENSIONS

**Reporting Line:** Senior Internal Communications Manager

**Direct Reports:** Nil

**Indirect Reports:** Nil

**Financial Delegation:** Nil

**Budget/Expenditure:** Nil

**Decision Making:**

- Makes decisions on complex and sensitive issues that are based on professional judgment, evaluating risks and in the context of a complex and changing environment.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

**7. ESSENTIAL REQUIREMENTS**





1. Degree in relevant discipline or equivalent skills, knowledge and experience.
2. Ability to address and meet focus capabilities as stated in the position description.

**8. CAPABILITIES****NSW Public Sector Capability Framework**

Below is the full list of capabilities and the level required for this role as per the [NSW Public Sector Capability Framework](#). The capabilities in **bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability levels are as follows and reflect a progressive increase in complexity and skill:

Foundational > Intermediate > Adept > Advanced > Highly Advanced

CAPABILITY GROUP	NAME	LEVEL
 Personal Attributes	<b>Display Resilience &amp; Courage</b>	<b>Advanced</b>
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	<b>Communicate Effectively</b>	<b>Advanced</b>
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	<b>Influence and Negotiate</b>	<b>Adept</b>
 Results	Deliver Results	Adept
	Plan And Prioritise	Adept
	<b>Think and Solve Problems</b>	<b>Adept</b>
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	<b>Technology</b>	<b>Intermediate</b>
	Procurement and Contract Management	Intermediate
	<b>Project Management</b>	<b>Adept</b>

**FOCUS CAPABILITIES**

The focus capabilities for the Internal Communications Specialist 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 position's key accountabilities.

## NSW Public Sector Focus Capabilities

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> <li>Stay calm and act constructively in highly pressured and unpredictable environments.</li> <li>Give frank, honest advice in the face of strong, contrary views.</li> <li>Accept criticism of own ideas and respond in a thoughtful and considered way.</li> <li>Welcome new challenges and persist in raising and working through novel and difficult issues.</li> <li>Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues.</li> </ul>
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage varied audiences and test levels of understanding.</li> <li>Translate technical and complex information concisely for diverse audiences.</li> <li>Create opportunities for others to contribute to discussion and debate.</li> <li>Actively listen and encourage others to contribute inputs.</li> <li>Adjust style and approach to optimise outcomes.</li> <li>Write fluently and persuasively in a range of styles and formats.</li> </ul>
<b>Relationships</b> Influence and Negotiate	Adept	<ul style="list-style-type: none"> <li>Negotiate from an informed and credible position.</li> <li>Lead and facilitate productive discussions with staff and stakeholders.</li> <li>Encourage others to talk, share and debate ideas to achieve a consensus.</li> <li>Recognise and explain the need for compromise.</li> <li>Influence others with a fair and considered approach and sound arguments.</li> <li>Show sensitivity and understanding in resolving conflicts and differences.</li> <li>Manage challenging relations with internal and external stakeholders.</li> <li>Pre-empt and minimise conflict.</li> </ul>
<b>Results</b> Think and Solve Problems	Adept	<ul style="list-style-type: none"> <li>Research and analyse information, identify interrelationships and make recommendations based on relevant evidence.</li> <li>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options.</li> <li>Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness.</li> <li>Identify and share business process improvements to enhance effectiveness.</li> </ul>
<b>Business Enablers</b> Technology	Intermediate	<ul style="list-style-type: none"> <li>Apply computer applications that enable performance of more complex tasks.</li> <li>Apply practical skills in the use of relevant technology.</li> <li>Make effective use of records, information and knowledge management functions and systems.</li> <li>Understand and comply with information and communications security and acceptable use policies.</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Business Enablers</b>		<ul style="list-style-type: none"> <li>Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies.</li> </ul>
Project Management	Adept	<ul style="list-style-type: none"> <li>Prepare clear project proposals and define scope and goals in measurable terms.</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements.</li> <li>Prepare accurate estimates of costs and resources required for more complex projects.</li> <li>Communicate the project strategy and its expected benefits to others.</li> <li>Monitor the completion of project milestones against goals and initiate amendments where necessary.</li> <li>Evaluate progress and identify improvements to inform future projects.</li> </ul>