

# Role Description

## Corporate Communications Administrator



Agency	NSW Electoral Commission
Division/Branch/Unit	Corporate\Communications
Role number	P00029, P00456
Classification/Grade/Band	Grade 5/6
ANZSCO Code	561999
PCAT Code	1117271
Date of Approval	09 July 2018
Agency Website	<a href="https://www.elections.nsw.gov.au/">https://www.elections.nsw.gov.au/</a>

### Agency overview

The New South Wales Electoral Commission exists to deliver trusted and independent systems, processes, oversight and engagement that support democracy in New South Wales.

Our vision is to maintain confidence in the integrity of the democratic process and make it easy for people to understand and participate.

Our work includes:

- running elections
- communicating with and engaging the public
- providing trusted processes for political participants (including candidates, parties, donors, third-party campaigners, lobbyists and associated entities) to comply with their legal obligations, and regulating their compliance
- supporting transparency by overseeing and publishing disclosures of political donations and expenditure and registers of political parties, candidates, agents, third-party campaigners, political lobbyists and associated entities; advising on and advocating for improvements to legislation
- investigating possible offences and enforcing electoral laws.

Responsibility for these functions is divided under legislation between the 3-member NSW Electoral Commission (an independent statutory body) and the NSW Electoral Commissioner (an independent statutory officer). Our staff are employed in the NSW Public Service under the *Government Sector Employment Act 2013*. The head of our staff agency is the NSW Electoral Commissioner, who is also an *ex officio* member of the NSW Electoral Commission.

The NSW Electoral Commission and Electoral Commissioner exercise their functions independently and are accountable to the NSW Parliament, through its Joint Standing Committee on Electoral Matters, with respect to the administration of elections and the regulation and enforcement of electoral and lobbying laws.

Our four Divisions - Elections, Funding, Disclosure, Compliance and General Counsel, Information Services and Corporate - collaborate closely, to enable us to deliver end-to-end democratic processes and effective engagement with our stakeholders and audiences.

Our strong and positive working culture is reflected in our organisational behaviours - Collaborative, Customer-centred; Solution focused, Transparent and Responsive - and anchored in the NSW Public Service values of Integrity, Trust, Service and Accountability.

The Communications Unit, which is part of Corporate, gives centralised advice and leadership on customer-focused communications and engagement strategy. The newly formed team includes experts in external and internal communications, marketing, media, brand, creative, digital, social and stakeholder engagement and drives these activities to support NSWEC's corporate goals. Its role is to enable everyone across NSWEC to produce great communications that help our external stakeholders engage effectively with the electoral and democratic process.

## Primary purpose of the role

The Corporate Communications Administrator provides a broad range of services to support the Communications Unit to deliver on its communications and corporate goals.

## Key accountabilities

- **Corporate communication:** Create and deliver a range of corporate communications including reports, web content, internal documentation, and election-event materials; activities involved include drafting, proofreading, collating materials, compiling data and administrative tasks.
- **Information gathering and survey management:** Collect and compile corporate information, data and research as required, including for corporate and election reporting. Manage the commissioning, data collection and collation of results for surveys.
- **Data management:** Coordinate and manage records and databases, complying with administrative systems, processes and policies, to ensure information is accurate, stored correctly and accessible.
- **Brand compliance support:** Protect and enhance the NSWEC brand by implementing the style guide and tone of voice guidelines and supporting others to do the same across the organisation.
- **Intranet/web support:** Manage and maintain the NSWEC intranet, sourcing content and ensuring the site remains timely and relevant. Assist with gathering and uploading of data to websites as needed

## Key challenges

- Delivering quality, accurate communications services across a range of different activities.
- Managing competing demands and priorities, urgent and unforeseen issues and fluctuating workloads especially around elections.
- Building excellent relationships with people in all areas to support smooth processes, including around data and information gathering.

## Key relationships

Who	Why
<b>Internal</b>	
Manager, Corporate Communications	<ul style="list-style-type: none"> <li>• Escalate issues, propose solutions and provide updates.</li> <li>• Provide advice and feedback on administrative processes.</li> </ul>
Communications Unit	<ul style="list-style-type: none"> <li>• Support the work of the Unit and work collaboratively to contribute to achieving its business outcomes including suggesting and implementing improvements to administrative practices.</li> </ul>
Other Divisions	<ul style="list-style-type: none"> <li>• Provide accurate responses to questions or requests for information</li> </ul>
<b>External</b>	
Peer networks	<ul style="list-style-type: none"> <li>• Keep up to date with developments in office administration and best practice and feed ideas and suggestions back to the team.</li> </ul>

## Role dimensions

### Decision making

The Corporate Communications Assistant is responsible for decisions relating to their day-to-day workflow, issues that require escalation and responding to requests and bases them on established frameworks including NSWEC's corporate and communications strategies, policies, procedures and guidelines. They seek guidance from their manager in relation to sensitive or complex issues, or when risks have been identified. The Corporate Communications Assistant is accountable for the accuracy, responsiveness and professionalism of their advice and services.

### Reporting line

Manager Corporate Communications

### Direct reports

NA

### Budget/Expenditure

NA

## Key knowledge and experience

Equivalent professional experience in a multi-faceted administrative role requiring attention to detail and accuracy.

Proficiency in tools and platforms such as Microsoft and SharePoint and ability to work with spreadsheets, databases and survey tools.

Experience in successfully juggling multiple projects with non-negotiable deadlines.

## Essential requirements

Politically neutral with no affiliation to political parties or lobbyists/third party campaigners.

Satisfactory Criminal Record check result.

## 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
 <b>Personal Attributes</b>	<b>Act with Integrity</b> Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way</li> <li>• Support a culture of integrity and professionalism</li> <li>• Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct</li> <li>• Recognise and report misconduct and illegal and inappropriate behaviour</li> <li>• Report and manage apparent conflicts of interest and encourage others to do so</li> </ul>	Intermediate
	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> <li>• Adapt existing skills to new situations</li> <li>• Show commitment to achieving work goals</li> <li>• Show awareness of own strengths and areas for growth, and develop and apply new skills</li> <li>• Seek feedback from colleagues and stakeholders</li> <li>• Stay motivated when tasks become difficult</li> </ul>	Intermediate
 <b>Relationships</b>	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> <li>• Focus on providing a positive customer experience</li> <li>• Support a customer-focused culture in the organisation</li> <li>• Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers</li> <li>• Identify and respond quickly to customer needs</li> <li>• Consider customer service requirements and develop solutions to meet needs</li> <li>• Resolve complex customer issues and needs</li> <li>• Cooperate across work areas to improve outcomes for customers</li> </ul>	Intermediate
 <b>Results</b>	<b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> <li>• Seek and apply specialist advice when required</li> <li>• Complete work tasks within set budgets, timeframes and standards</li> <li>• Take the initiative to progress and deliver own work and that of the team or unit</li> <li>• Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals</li> <li>• Identify any barriers to achieving results and resolve these where possible</li> <li>• Proactively change or adjust plans when needed</li> </ul>	Intermediate
	<b>Plan and Prioritise</b>	<ul style="list-style-type: none"> <li>• Understand the team and unit objectives and align operational activities accordingly</li> </ul>	Intermediate

## FOCUS CAPABILITIES


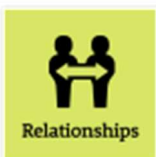
Capability group/sets	Capability name	Behavioural indicators	Level
	Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> <li>Initiate and develop team goals and plans, and use feedback to inform future planning</li> <li>Respond proactively to changing circumstances and adjust plans and schedules when necessary</li> <li>Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals</li> <li>Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>	
	<b>Technology</b> Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> <li>Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>Use available technology to improve individual performance and effectiveness</li> <li>Make effective use of records, information and knowledge management functions and systems</li> <li>Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies</li> </ul>	Intermediate

## 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.

## COMPLEMENTARY CAPABILITIES

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	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	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	Foundational
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate

## COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate