Role Description
Internal Communication Advisor

Cluster	Regional NSW
Agency	Department of Regional NSW
Group/Division/Branch	Office of the Secretary
Location	Queanbeyan
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	212499
PCAT Code	1127392
Date of Approval	June 2020 (updated January 2021)
Agency Website	www.regional.nsw.gov.au

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Primary purpose of the role

The Internal Communications Advisor supports the coordination and delivery of internal communications strategies and activities to support the department's work in building our culture and communicating its direction, policies, strategies, plans and programs to employees.

Key accountabilities

- Contribute to the development, implementation and evaluation of innovative internal communications strategies and activities to build employee engagement and a positive and inclusive organisational culture, and communicate the Department's policies, plans and programs.
- Develop informed, concise and well-structured communication content for a range of communication channels including intranet, our internal social media content platform and email.
- Use analytics and data to inform the use of internal channels to deliver communication campaigns.
- Obtain input, monitor and report on stakeholder needs, interests and issues, and provide recommendations to manage identified risks and ensure communication materials are relevant, appropriate and informative.
- Liaise with a range of internal service providers, including design and content teams, to deliver high-quality communications that are relevant and meaningful to a range of audiences.
- Write and edit written communication materials and create engaging visual content for use on our platforms
- Supports administrative functions of the team and responds to general enquiries to the team mailbox

- Participate in systems, policy and process improvement initiatives to improve team operations.

Key challenges

- Translate complex information into clear and simple concepts for communication materials.
- Develop timely communication recommendations to incorporate the perspectives of multiple stakeholders and take into account the broader agency context, informed by data and analytics

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	• Maintain collaborative working relationships
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
	• Use team insights to continuously improve outputs

Role dimensions

Decision making

The Internal Communications Advisor:

- works without regular supervision 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 Communications Advisor reports to the Manager.

Budget / Expenditure

Nil

Essential requirements

- Tertiary qualifications in communications or other relevant discipline and/or equivalent relevant experience
- Capacity to travel to outer suburban and regional locations.

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**
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct • Recognise and report misconduct and illegal and inappropriate behaviour • Report and manage apparent conflicts of interest and encourage others to do so	Intermediate
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept

	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	• Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge 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 • Cooperate across work areas to improve outcomes for customers	Intermediate
Results	**Think and Solve Problems** Think, analyse and consider the broader context to develop practical solutions	• Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs	Intermediate
Business Enablers	**Project Management** Understand and apply effective planning, coordination and control methods	• Perform basic research and analysis to inform and support the achievement of project deliverables • Contribute to developing project documentation and resource estimates • Contribute to reviews of progress, outcomes and future improvements • Identify and escalate possible variances from project plans	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
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept

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Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	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	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational

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