

Role Description

Media Manager

Portfolio	Primary Industries and Regional Development
Agency	Local Land Services
Division/Branch	Business Operations / Communications
Location	Various
Classification/Grade/Band	LLS A&C Grade 8
ANZSCO Code	131113
PCAT Code	1119192
Date of Approval	October 2024
Agency Website	www.lls.nsw.gov.au

Agency overview

The Department of Primary Industries and Regional Development (DPIRD) is the department dedicated to growing primary industries and supporting regional economic development to deliver long term benefits to the state. Our focus is to protect, support and develop our primary industries, mining sector, and regions.

DPIRD brings together Agriculture and Biosecurity; Fisheries and Forestry; Local Land Services; NSW Resources; Regional Development and Delivery; the Regional Growth NSW Development Corporation; NSW Public Works and Soil Conservation Service.

We have nearly 5,000 employees, with almost 80 per cent of us living and working in regional NSW.

Local Land Services (LLS) is an Executive Agency related to the Department. It provides quality, customer-focused services to landholders and the community across New South Wales. This regionally based organisation brings together a wide range of service and advisory functions including agriculture, biosecurity, natural resource management, land management, biodiversity, emergency services and private native forestry.

Primary purpose of the role

The Media Manager is responsible for leading the proactive and reactive planning, development and delivery of media activity. This includes identifying and pursuing media opportunities, developing content for traditional media and online channels, leading engagement with identified stakeholders and developing a strategic forward program of media activities.

Key accountabilities

- Lead, develop and implement media strategies to effectively communicate and engage with audiences
- Develop content across multiple channels including traditional media and online channels to deliver regular and consistent messaging to identified audiences
- Develop and actively manage a media opportunities calendar to maximise coverage and awareness
- Work in partnership with the regional communications and engagement team to ensure program strategies align with the broader regional narrative and messaging, objectives and priorities
- Build and maintain effective working relationships with media, Ministerial stakeholders, LLS stakeholders, relevant NSW Government agencies and other stakeholders to facilitate appropriate and timely media activity

- Develop and manage processes to ensure the effective and efficient operation of the media team

Key challenges

- Proactively and reactively identify and manage contentious issues and media responses, often to tight deadlines and against competing priorities while Managing stakeholder expectations when there are competing priorities
- Lead the production of media materials and organise media events, often to tight deadlines and against competing priorities
- Designing and ensuring the delivery of an effective media strategy that supports the Department's policies and objectives, using available media and communication technologies and tools to engage key stakeholders and manage issues

Key relationships

Who	Why
Internal	
LLS executives and divisions	<ul style="list-style-type: none"> • Provide strategic media and communications advice related to proactive and reactive contentious issues and media activities • Identify media and engagement opportunities and potential risks, target audiences and content • Report on performance of media and communication activities
Chief Executive Officer, LLS	<ul style="list-style-type: none"> • Receive guidance and direction regarding deliverables, as well as team and stakeholder priorities • Escalate contentious issues to ensure awareness • Provide support and advice for achieving business outcomes
Direct Reports	<ul style="list-style-type: none"> • Share knowledge and provide additional support to the team as required • Provide direction and allocation of tasks
LLS Advisory Communications	<ul style="list-style-type: none"> • Collaborate to deliver aligned and consistent messaging across regional campaigns, projects and content
External	
Key external stakeholders including the Ministerial offices, NSW Government agencies and regional local councils	<ul style="list-style-type: none"> • Develop and maintain effective working relationships and open channels of communication to support the coordination, planning and delivery of media activity
Media	<ul style="list-style-type: none"> • Foster and manage professional relationships to share information, persuade and influence, collaborate where appropriate and resolve issues

Role dimensions

Decision making

This role

- Is an authoritative source of advice on media and stakeholder engagement.
- Has a high level of autonomy and is accountable for the delivery of work assignments and projects on time, within budget and to expectations in terms of quality, deliverables and outcomes.
- Consults with the Director on any decisions that will substantially impact on program strategy or decisions, or conflicts arising that will impact on outcomes, or on any matter requiring a higher delegated authority.

Reporting line

The role reports to the Chief Executive Officer, LLS

Direct reports

Two staff reporting directly: 1x Grade 6 and 1x Grade 7

Budget/Expenditure

Financial Delegation: Expenditure limit \$50,000

Essential requirements

- Appropriate tertiary qualifications and/or demonstrated relevant or professional experience and training in media/communications/engagement

Key knowledge and experience

- Demonstrated experience in developing and implementing media strategies, media materials and media events that deliver quality outcomes to tight deadlines.
- Demonstrated experience establishing and managing relationships across a broad range of internal and external stakeholder groups.
- After hours, on-call and weekend work is required on occasion.

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	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour 	Adept
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats 	Advanced
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Influence others with a fair and considered approach and present persuasive counter-arguments • Work towards mutually beneficial 'win-win' outcomes • Show sensitivity and understanding in resolving acute and complex conflicts and differences • Identify key stakeholders and gain their support in advance • Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Anticipate and minimise conflict within the organisation and with external stakeholders 	Advanced

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness 	Adept
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions • Ensure that own actions and those of others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety • Conduct and report on quality control audits • Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks 	Adept
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> • Prepare and review project scope and business cases for projects with multiple interdependencies • Access key subject-matter experts' knowledge to inform project plans and directions • Design and implement effective stakeholder engagement and communications strategies for all project stages • Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning • Develop effective strategies to remedy variances from project plans and minimise impact • Manage transitions between project stages and ensure that changes are consistent with organisational goals • Participate in governance processes such as project steering groups 	Advanced






FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 People Management	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> • Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes • Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the influences of bias when managing team members • Seek feedback on own management capabilities and develop strategies to address any gaps • Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way • Monitor and report on team performance in line with established performance development frameworks 	Adept

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
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Advanced
 Relationships	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Advanced
 Results	Work Collaboratively	Collaborate with others and value their contribution	Advanced
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
 Business Enablers	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate