

Role Description

Media Advisor



Regional
NSW

Cluster	Regional NSW
Agency	Department of Regional New South Wales
Group/Division/Branch	Office of the Secretary
Location	TBC
Classification/Grade/Band	Clerk Grade 7 / 8
Role Family	Standard / Communication and Engagement / Delivery
ANZSCO Code	131113
PCAT Code	1119192
Role Number	TBC
Date of Approval	March 2022
Agency Website	www.regional.nsw.gov.au

Agency overview

The Department of Regional NSW (DRNSW) 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.

Purpose of the role

Support the implementation of the media and communications strategy for the Department of Regional NSW, including media materials, issues management, media relations and stakeholder communications.

Key Accountabilities

- Develop and deliver written media materials, research and prepare responses to media enquiries and support the planning and delivery of media announcements
- Assist the Media Manager in the delivery of the DRNSW media and communications strategy
- Monitor media channels to identify key and contentious issues and track the announcement of DRNSW programs and initiatives
- Develop and maintain strong relationships with media outlets and key internal and external stakeholders.
- Maintain awareness, knowledge and context of issues in an environment that is subject to rapid change and development, and ensuring stakeholders are appropriately informed
- Maintaining skills and knowledge of trends, emerging technologies and best practice to effectively support the creation of communication, media and social media content

Key challenges

- Working within tight timeframes and under close scrutiny, dealing with conflicting priorities, and competing stakeholder expectations
- Balancing departmental roles and responsibilities when delivering essential government information.

Key Relationships

Who	Why
Internal	
Media Manager	<ul style="list-style-type: none">• Receive guidance and instructions related to the development of media engagement activities for specific policies, plans and programs, and exchange information• Provide support and contribute to achieving business outcomes• Notify about emerging and sensitive issues or conflicts
Media, Communications & Engagement team	<ul style="list-style-type: none">• Work collaboratively, exchange information
DRNSW stakeholders	<ul style="list-style-type: none">• Provide subject matter expertise on content delivery for government initiatives and funding programs• Develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation, engagement and delivery of media and communications services.
External	
Key stakeholders, including Deputy Premier's Office, Ministerial Offices and government agencies.	<ul style="list-style-type: none">• Provide subject matter expertise regarding content delivery for government initiatives and funding programs• Respond to enquiries• Develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement.

Role Dimensions

Decision making

This role:

- Operates with some degree of autonomy in respect to work priorities and workload management, with guidance from the Media Manager
- Develops the content of reports, analyses, briefings and other forms of written advice and media materials with input and guidance from the Media Manager and is responsible for the accuracy and quality of provided materials
- Refers to the Media Manager decisions that require significant change to project outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require a higher administrative or financial delegation, or submission to a higher level of management
- Seeks guidance or direction from the Media Manager about issues or matters that may impact DRNSW or the NSW Government.

Reporting line

This role reports directly to the Media Manager

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Demonstrated experience in supporting communication and media projects utilising multiple communications channels.
- Demonstrated experience in crafting media communications and working directly with the media to deliver government communications
- Appropriate tertiary qualifications or demonstrated equivalent relevant professional experience
- Experience dealing with Ministers, ministerial advisors and media outlets

Essential requirements

- After hours, on call and weekend work is required on occasion.
- *Evidence of the COVID-19 vaccination must be provided upon commencement of employment. This is a condition of engagement should you be successfully appointed to a position within the Department of Regional NSW (which includes Local Land Services and the Soil Conservation Service).*

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 • 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	<ul style="list-style-type: none"> • 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
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others 	Intermediate
 Results	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> • Understand the team and 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 affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environments 	Intermediate

FOCUS CAPABILITIES





Capability group/sets	Capability name	Behavioural indicators	Level
	<p>Think and Solve Problems</p> <p>Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> 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
 <p>Business Enablers</p>	<p>Technology</p> <p>Understand and use available technologies to maximise efficiencies and effectiveness</p>	<ul style="list-style-type: none"> Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks Use available technology to improve individual performance and effectiveness Make effective use of records, information and knowledge management functions and systems Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies 	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
 Personal Attributes	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
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	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
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
 Business Enablers	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