

Role Description

Communications Officer



Department of
Primary Industries

Cluster	Regional NSW
Agency	Department of Primary Industries
Division/Branch/Unit	DPI / Agriculture
Location	Orange
Classification/Grade/Band	Clerk Grade 7 / 8
Role Family	Bespoke / Communications and Engagement / Delivery
ANZSCO Code	225311
PCAT Code	2111492
Date of Approval	July 2020
Agency Website	www.dpi.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.

The NSW Department of Primary Industries (NSW DPI) supports the development of profitable primary industries that create a more prosperous NSW and contributes to a better environment through the sustainable use of natural resources.

Within NSW DPI, Agriculture (DPI Ag) leads agricultural industry development through extension, science and research, industry policy and regulatory compliance functions to foster sustainable and economic agricultural industries.

Primary purpose of the role

The role supports the planning, development and implementation of strategic communications, and assisting with internal and external communications for Government initiatives and programs.

Key accountabilities

- Support the development and implementation of communication strategies under the guidance of the Manager Communication to position the branch positively with its audiences and support the management of complex issues that impact the organisation
- Prepare and edit written materials as required within the communications team such as communications documents, in particular those building capacity and capability within the branch to communicate with target audiences

- Provide digital, design and communications services for departmental publications, printed materials, electronic communications (podcast, video), displays and exhibitions.
- Develop graphic design and video concepts to effectively communicate often complex subject matter across a variety of audiences.
- Assist with communications advice to ensure consistency of key messages and that the format for the delivery of information is relevant to the situation and audience
- Provide advice and guidance to staff about communication tools, including appropriate usage and appropriate innovation
- Participate as part of a multi-disciplinary, co-operative and collaborative communications team

Key challenges

- Maintaining a clear line of sight with relevant audiences and stakeholder groups to ensure communication products are relevant and targeted
- Balancing competing demands without foregoing quality or effectiveness under tight deadlines
- Applying constant standards across a diverse range of products to meet the needs of diverse and complex audiences

Key relationships

Who	Why
Internal	
Manager Communication	<ul style="list-style-type: none"> • Receive guidance from and collaborate on communications solutions and projects • Escalate issues as required
DPI Agriculture Branch	<ul style="list-style-type: none"> • Provide communications planning and strategy services for key government initiatives
Departmental Managers & Business Units	<ul style="list-style-type: none"> • Provide communications planning and strategy services for key departmental initiatives
External	
Industry / stakeholders and government partners	<ul style="list-style-type: none"> • Collaborate on quality communications strategies and materials

Role dimensions

Decision making

- Makes day to day decision making regarding communications strategy and planning.
- Manages relationships with key stakeholders
- Refers to the manager issues that are contentious or require a higher delegation for approval.

Reporting line

Manager Communication

Direct reports

Nil

Budget/Expenditure

Nil

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
<div> Personal Attributes</div>	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
<div> Relationships</div>	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
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none">• 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

FOCUS CAPABILITIES





Capability group/sets	Capability name	Behavioural indicators	Level
	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	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> • Be proactive in taking responsibility and being accountable for own actions • Understand delegations and act within authority levels • Identify and follow safe work practices, and be vigilant about own and others' application of these practices • Be aware of risks and act on or escalate risks, as appropriate • Use financial and other resources responsibly 	Intermediate
 Business Enablers	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<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	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 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
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	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
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate