# Role Description

# Senior Events Advisor

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| **Role Description Fields** | **Details** |
| **Cluster** | **Premier and Cabinet** |
| **Department/Agency** | **Public Service Commission** |
| **Division/Branch/Unit** | **Strategic Communications** |
| **Role number** | **119870** |
| **Classification/Grade/Band** | **Clerk Grade 9/10** |
| **Senior executive work level standards** | **Not Applicable** |
| **ANZSCO Code** | **225113** |
| **PCAT Code** | **1119192** |
| **Date of Approval** | **05 April 2024** |
| **Agency Website** | **www.psc.nsw.gov.au** |

## Agency overview

The NSW Public Service Commission (PSC) is headed by an independent Commissioner and is a separate agency under the Government Sector Employment Act 2013 (GSE Act) that supports the Commissioner in exercising her functions and powers.

We lead the design, development and implementation of the full range of workforce management strategies – including workforce capability, recruitment and assessment, performance management, and strategic workforce planning – to enhance the effectiveness and efficiency of the NSW public sector workforce.

## Primary purpose of the role

Provide project management, project implementation and specialist advice to develop and support the delivery of professional, safe and high-quality communication activities in particular the NSW Premier’s Awards and the achievement of NSW Government objectives.

## Key accountabilities

* Coordinate all aspects of the annual whole-of-government Premier’s Awards program (the program) including project management of administrative phases through to creative direction, production, operations, logistics and evaluation.
* Develop, implement and maintain processes, systems and products to improve the delivery of the program to ensure efficient and effective delivery of outcomes.
* Ensure the delivery of professional, cost efficient, safe and high-quality services that comply with government procedures, legislative requirements and standards.
* Plan and coordinate logistical event programming and delivery including organising venues, event collateral, artists and ensure value for money and appropriate resources to effectively meet service delivery standards.
* Provide high quality and timely advice to the Associate Director Strategic Communication, Deputy Commissioner and Premier’s Office on and the program, including strategies, communication plans, risks and issues to keep relevant groups informed and facilitate informed decision.
* Develop and negotiate solutions to program and event related issues to manage risks to government.
* Develop, manage, monitor and evaluate business performance data, including client satisfaction scorecards and tangible community engagement outcomes to inform decision making and support optimal service delivery.
* Liaise and consult with key internal and external stakeholders including government authorities to ensure an approved, coordinated approach.
* Assess risk and ensure all documentation is line with current standards.
* Manage complex program and project budgets to ensure financial parameters are met.

## Key challenges

* Work on multiple aspects of multiple programs simultaneously, juggling priorities to ensure the best outcome for each.
* Providing professional and high-quality services that are responsive to stakeholder requirements, whilst subject to public and media scrutiny.
* Facilitating the engagement and input of a wide range of stakeholders from government, event organisers, landowners and the community, given the diverse interests and demands of stakeholders.

## Key relationships

**Internal**

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| Who | Why |
| Associate Director Strategic Communications | * Escalate issues, keep informed, advise and receive instructions. * Provide regular updates on the program, strategies, priorities, risks and issues to facilitate informed decisions. * Provide information, assistance and support where required, contributing to the success of the team’s objectives and requirements. |
| Strategic Communications team | * Maintain effective working relationships to ensure collaboration and communication to facilitate a consolidated approach. * Assist in managing resources * Contribute to development |
| Commissioner | * Escalate issues, keep informed, advise and receive instructions. |
| Deputy Commissioner | * Escalate issues, keep informed, advise and receive instructions. |

**External**

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| Who | Why |
| Premier's Office | * Keep informed, advise and receive instructions. |
| Customers / Stakeholders | * Develop and maintain effective professional relationships to support the effective coordination and delivery of various programs and events. * Respond to queries, gather information to respond to needs, communicate services and redirect, escalate and resolve issues. * Exercising judgement, discretion and confidentiality in liaising with other government agencies and event stakeholders, including commercial organisations. |
| Industry Vendors / Agencies / Professionals | * Manage contracts, monitor and evaluate the provision of services provided and ensure payments of services to venders in a timely manner * Contact to provide and gather information and resolve routine issues |

## Role dimensions

### Decision making

Decisions which are made by the role holder include:

* Setting work priorities within agreed parameters and approved work and project plans, organising and managing own workload and allocation of tasks to any staff assisting with projects.
* Decides the format, content and tone of written communications including briefs in conjunction with the Associate Director Strategic Communication.
* Decides the scope, content and format of information provided to agencies and external stakeholders, liaising with the Associate Director Strategic Communication when necessary.
* The decisions made must be consistent with Treasury Directions, public sector and corporate policies, priorities and industrial frameworks.

Decisions referred to a supervisor include:

* Any requiring or resulting in changes to project outcomes or timeframes; those with the potential to escalate or create precedent; matters requiring a higher administrative or financial delegation or submission to a higher level of management.

### Reporting line

The Senior Events Advisor reports to the Associate Director Strategic Communication.

### Direct reports

Nil. This role may have a variable number of indirect reports, depending on business/project requirements.

## Essential requirements

* Demonstrated experience in project managing, creating, programming, coordinating and delivering a wide range of events including in person, virtual and hybrid.

## Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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

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| **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 |
| personal-attributes | **Manage Self**  Show drive and motivation, an ability to self-reflect and a commitment to learning | Act as a professional role model for colleagues, set high personal goals and take pride in their achievement  Actively seek, reflect and act on feedback on own performance  Translate negative feedback into an opportunity to improve  Take the initiative and act in a decisive way  Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation | Advanced |
| 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 |
| relationships | **Work Collaboratively**  Collaborate with others and value their contribution | Encourage a culture that recognises the value of collaboration  Build cooperation and overcome barriers to information sharing and communication across teams and units  Share lessons learned across teams and units  Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work  Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services | Adept |
| results | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | Use own and others’ expertise to achieve outcomes, and take responsibility for delivering intended outcomes  Make sure staff understand expected goals and acknowledge staff success in achieving these  Identify resource needs and ensure goals are achieved within set budgets and deadlines  Use business data to evaluate outcomes and inform continuous improvement  Identify priorities that need to change and ensure the allocation of resources meets new business needs  Ensure that the financial implications of changed priorities are explicit and budgeted for | Adept |
| results | **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | Consider the future aims and goals of the team, unit and organisation when prioritising own and others’ work  Initiate, prioritise, consult on and develop team and unit goals, strategies and plans  Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses  Ensure current work plans and activities support and are consistent with organisational change initiatives  Evaluate outcomes and adjust future plans accordingly | Adept |
| business-enablers | **Technology**  Understand and use available technologies to maximise efficiencies and effectiveness | Identify opportunities to use a broad range of technologies to collaborate  Monitor compliance with cyber security and the use of technology policies  Identify ways to maximise the value of available technology to achieve business strategies and outcomes  Monitor compliance with the organisation’s records, information and knowledge management requirements | Adept |
| business-enablers | **Project Management**  Understand and apply effective planning, coordination and control methods | 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 |

## 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.

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| **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 |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| relationships | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Adept |
| relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| results | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Adept |
| results | 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 | Intermediate |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |