

Role Description

Senior Advisor, Community Engagement



Customer
Service

Cluster	Customer Service
Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	224912
PCAT Code	1119192
Date of Approval	April 2020

Primary purpose of the role

Manage the development, delivery and implementation of effective community engagement strategies in collaboration with the senior management team.

Key accountabilities

- Collaborate, communicate and deliver community engagement strategies, tasks and projects in accordance with relevant legislation, policies, procedures and ethical practice principals to ensure relevant community engagement processes are performed to deliver on expectations and required outcomes
- Engage positively and regularly with the community to identify local issues and impacts that are relevant to projects, with the aim of collecting, compiling and documenting feedback and impacts to ensure customer needs are identified and addressed
- Provide specialist input, participate in research, analysis, documentation and reporting on the community risk profiles of programs to support business objectives and work with key stakeholders to enhance project outcomes, and to support a seamless and integrated service for customers
- Conduct presentations, training and information sessions to increase awareness of registry initiatives and access to services available
- Address complex client issues of a sensitive nature in a timely manner and in accordance with appropriate legislation, policy and procedures to ensure issues are solved efficiently and effectively and support the delivery of optimum customer service
- Produce reports on the progress of engagement strategies to community groups to support informed decision making

Key challenges

- Balancing the requirement to work on various initiatives simultaneously, managing immediate and longer-term work priorities given the diverse range of issues to be resolved with the defined timeframes
- Developing an extensive knowledge of legislation and client issues while keeping abreast of information in a rapidly changing environment of cultural diversity

- Developing and maintaining relationships with the local community and service providers given some areas may have limited and/or restricted access and contact in remote and regional locations

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Escalate issues, keep informed, advice, receive guidance and leadership in development and implementation of communication strategies and initiatives • Participate in meetings and discussions to share information and provide input and feedback • Identify emerging issues, risks and opportunities to facilitate informed decision making
Direct reports (If applicable)	<ul style="list-style-type: none"> • Guide, support, coach, mentor and manage performance • Provide own perspective and share information • Work collaboratively with, inspire and motivate
Team members, staff, senior management team	<ul style="list-style-type: none"> • Collaborate to implement communication strategies and initiatives • Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice
	•
External	
Key business partners and community stakeholders	<ul style="list-style-type: none"> • Build and maintain relationships to work collaboratively to implement customer focused strategies and initiatives
Stakeholders in federal, state and local government agencies and organisations	<ul style="list-style-type: none"> • Maintain and develop partnerships to work collaboratively to implement customer focused strategies and initiatives
Aboriginal service providers and key non-government organisations	<ul style="list-style-type: none"> • Develop partnerships to work collaboratively to implement customer focused strategies and initiatives

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the manager.

Reporting line

Manager

Direct reports

This role may have various report

Budget/Expenditure

As per the Customer Service Delegations

Essential requirements

- Relevant qualifications and/or experience

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.

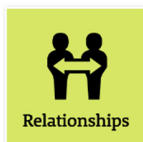
The capabilities are separated into **focus capabilities** and **complementary capabilities**.

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
	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
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none">• Keep up to date with relevant contemporary knowledge and practices• Look for and take advantage of opportunities to learn new skills and develop strengths• Show commitment to achieving challenging goals• Examine and reflect on own performance• Seek and respond positively to constructive feedback and guidance• Demonstrate and maintain a high level of personal motivation	Adept
	Communicate Effectively Communicate clearly, actively	<ul style="list-style-type: none">• Present with credibility, engage diverse audiences and test levels of understanding	Advanced



listen to others, and respond with understanding and respect

- 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

Commit to Customer Service

Provide customer-focused services in line with public sector and organisational objectives

- Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience
- Ensure systems are in place to capture customer service insights to improve services
- Initiate and develop partnerships with customers to define and evaluate service performance outcomes
- Promote and manage alliances within the organisation and across the public, private and community sectors
- Liaise with senior stakeholders on key issues and provide expert and influential advice
- Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches
- Ensure that the organisation's systems, processes, policies and programs respond to customer needs

Advanced

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

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

Adept



Results

- 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

Think and Solve Problems

Think, analyse and consider the broader context to develop practical solutions

- 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



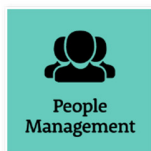
Business Enablers

Project Management

Understand and apply effective project planning, coordination and control methods

- Understand all components of the project management process, including the need to consider change management to realise business benefits
- Prepare clear project proposals and accurate estimates of required costs and resources
- Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements
- Identify and evaluate risks associated with the project and develop mitigation strategies
- Identify and consult stakeholders to inform the project strategy
- Communicate the project's objectives and its expected benefits
- Monitor the completion of project milestones against goals and take necessary action
- Evaluate progress and identify improvements to inform future projects

Adept








Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> • Collaborate to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely and actionable feedback • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolving issues • Effectively support and manage team members who are working flexibly and in various locations • Create a safe environment where team members' diverse backgrounds and cultures are considered and respected • Consider feedback on own management style and reflect on potential areas to improve 	Intermediate
Optimise Business Outcomes Manage people and resources effectively to achieve public value	<ul style="list-style-type: none"> • Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives • Allocate resources to ensure the achievement of business outcomes and contribute to wider workforce planning • When planning resources, implement processes that encourage the attraction and retention of people of diverse cultures, backgrounds and experiences • Ensure that team members base their decisions on a sound understanding of business and risk management principles, applied in a public sector context • Monitor performance against standards and take timely corrective actions • Keep others informed about progress and performance outcomes 	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
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	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	Adept
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	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	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate