# Role Description
# Senior Stakeholder Engagement & Communications Officer

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| **Cluster** | Regional NSW |
| **Agency** | Department of Primary Industry |
| **Division/Branch/Unit** | Strategy and Engagement |
| **Location** | Orange |
| **Classification/Grade/Band** | Clerk Grade 9/10 |
| **Role Family** *(internal use only)* | Adapted/Communication and Engagement/Deliver |
| **ANZSCO Code** | 212499 |
| **PCAT Code** | 1127392 |
| **Date of Approval** | August 2022 |
| **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, Strategy & Engagement develops strategic priorities including cabinet and legislation, corporate affairs and parliament, market intelligence and forecasting, science risks and opportunities, and stakeholder and international engagement.

## Primary purpose of the role
Provides strategic oversight and advice to the planning, developing and delivery of priority stakeholder engagement activities within the Engagement Unit. The role supports effective communications and campaigns to maximise the uptake of activities, and uses human centred design and behavioural insights to ensure practice and behaviour change outcomes are achieved.

## Key accountabilities
- Provide strategic oversight to lead innovative stakeholder engagement strategies that support the delivery of Engagement projects.
- Develop communications materials and campaigns to ensure key stakeholders kept informed of progress of projects.

- Liaise closely with Corporate Affairs and Parliament staff to manage reputation risks and identify proactive opportunities for Government.
- Develop and implement an evaluation methodology to assess existing stakeholder engagement strategies to ensure ongoing improvement of engagement, communication and consultation activities, ensuring all stakeholder activities are fully measured and support the overall strategy.
- Collaborate with DPI project managers, obtaining expert advice to shape and inform communication strategies and ensure a cohesive and consistent approach to communicating objectives and outcomes.
- Oversee the coordinated delivery of a comprehensive program of tactical stakeholder activities, such as stakeholder meetings, capacity building events and activities, case management support services, and stakeholder systems and knowledge networks.
- Develop high-level communication collateral, tools and resources to engage and inform a range of stakeholders.

## Key challenges
- Developing and maintaining confidence and support of stakeholders and peers by ensuring the delivery of professional, contemporary, accurate and responsive advice and outcomes.
- Delivering effective stakeholder strategies under tight time frames and in a politically sensitive context
- Maintaining current knowledge of priority projects objectives and effectively shaping engagement strategies and communication collateral, campaigns and marketing to deliver or adapt programs of work in response to external events

## Key relationships

| Who | Why |
|---|---|
| **Internal** | |
| Program Manager | • Report to and receive guidance from and collaborate on stakeholder engagement activities and communications |
| Director Engagement | • Receive guidance from and collaborate on stakeholder engagement activities and communication |
| DPI Strategy & Engagement | • Provide stakeholder engagement support and services for key Departmental initiatives |
| **External** | |
| Industry and community stakeholders | • Support the needs and strategic direction of key industry partners, <br> identify triggers and support effective communications for stakeholders |
| Rural community groups | • Engage and support relevant programs |

## Role dimensions

### Decision making

The role operates with autonomy in respect to the day to day operations. The role is fully accountable for the provision of high-quality service delivery and for the accuracy and integrity of the content of advice provided.

**Reporting line**

Program Manager

**Direct reports**

3

**Budget/Expenditure**

Nil

## Key knowledge and experience

- Experience in the management of internal and external stakeholders
- Experience in marketing and communications

## Essential Requirements

- Tertiary qualifications or equivalent industry 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 | | | |
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| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| Personal Attributes | **Act with Integrity**<br>Be ethical and professional, and uphold and promote the public sector values | • Represent the organisation in an honest, ethical and professional way and encourage others to do so<br>• Act professionally and support a culture of integrity<br>• Identify and explain ethical issues and set an example for others to follow | Adept |

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| | | • Ensure that others are aware of and understand the legislation and policy framework within which they operate<br>• Act to prevent and report misconduct and illegal and inappropriate behaviour | |
| **Relationships** | **Communicate Effectively**<br>Communicate clearly, actively listen to others, and respond with understanding and respect | • Present with credibility, engage diverse audiences and test levels of understanding<br>• Translate technical and complex information clearly and concisely for diverse audiences<br>• Create opportunities for others to contribute to discussion and debate<br>• Contribute to and promote information sharing across the organisation<br>• Manage complex communications that involve understanding and responding to multiple and divergent viewpoints<br>• Explore creative ways to engage diverse audiences and communicate information<br>• Adjust style and approach to optimise outcomes<br>• Write fluently and persuasively in plain English and in a range of styles and formats | Advanced |
| | **Commit to Customer Service**<br>Provide customer-focused services in line with public sector and organisational objectives | • Take responsibility for delivering high-quality customer-focused services<br>• Design processes and policies based on the customer's point of view and needs<br>• Understand and measure what is important to customers<br>• Use data and information to monitor and improve customer service delivery<br>• Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers<br>• Maintain relationships with key customers in area of expertise<br>• Connect and collaborate with relevant customers within the community | Adept |
| **Results** | **Deliver Results**<br>Achieve results through the efficient use of resources and a commitment to quality outcomes | • Seek and apply specialist advice when required<br>• Complete work tasks within set budgets, timeframes and standards<br>• Take the initiative to progress and deliver own work and that of the team or unit<br>• Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals<br>• Identify any barriers to achieving results and resolve these where possible<br>• Proactively change or adjust plans when needed | Intermediate |

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| | **Think and Solve Problems**<br>Think, analyse and consider the broader context to develop practical solutions | • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues<br>• Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others<br>• Take account of the wider business context when considering options to resolve issues<br>• Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements<br>• Implement systems and processes that are underpinned by high-quality research and analysis<br>• Look for opportunities to design innovative solutions to meet user needs and service demands<br>• Evaluate the performance and effectiveness of services, policies and programs against clear criteria | Advanced |
| **Business Enablers** | **Project Management**<br>Understand and apply effective planning, coordination and control methods | • Understand all components of the project management process, including the need to consider change management to realise business benefits<br>• Prepare clear project proposals and accurate estimates of required costs and resources<br>• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements<br>• Identify and evaluate risks associated with the project and develop mitigation strategies<br>• Identify and consult stakeholders to inform the project strategy<br>• Communicate the project's objectives and its expected benefits<br>• Monitor the completion of project milestones against goals and take necessary action<br>• Evaluate progress and identify improvements to inform future projects | Adept |
| **People Management** | **Manage and Develop People**<br>Engage and motivate staff, and develop capability and potential in others | • Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes<br>• Adjust performance development processes to meet the diverse abilities and needs of individuals and teams<br>• Develop work plans that consider capability, strengths and opportunities for development | Adept |

- 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

## 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 | | | |
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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 |
| | 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** | Work Collaboratively | Collaborate with others and value their contribution | Adept |
| | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | intermediate |
| **Results** | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
| | Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Adept |
| | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |

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| **Business Enablers** | Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Adept |
| | 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 |
| | Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Intermediate |
| | Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Intermediate |

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