

Role Description

Senior Media Advisor



Regional
NSW

Cluster	Regional NSW
Agency	Department of Regional NSW
Division/Branch/Unit	Office of the Secretary/ Media Communications & Engagement
Location	Flexible
Classification/Grade/Band	Clerk Grade 9/10
Role Family <i>(internal use only)</i>	Adapted/ Communications & Engagement/Deliver
ANZSCO Code	212499
PCAT Code	1127392
Date of Approval	June 2020
Agency Website	http://www.nsw.gov.au/regionalnsw

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.

Primary purpose of the role

The Senior Media Advisor proactively develops and delivers integrated communications strategies and provides media management and advice to support the DPC Regional NSW Group (RNSW) and whole of Government announcements, events and initiatives across multiple channels to achieve targeted, engaging, relevant and effective communications.

Key accountabilities

- Develop and coordinate of activities and events to promote the work of the Deputy Premier and the Department of Regional NSW
- Quickly produce accurate, media-savvy media releases, proactive and reactive media strategies and campaigns
- Provide well-considered, sound media advice
- Cultivate strong and effective working relationships with media outlets and key stakeholders
- Proactively identify key and contentious issues
- Respond quickly to the Deputy Premier's Office requests for assistance in responding to media enquiries

Key challenges

- Working within tight timeframes, under close scrutiny and with multiple stakeholders, to complete projects
- Dealing with conflicting priorities and competing stakeholder expectations.
- Maintaining current knowledge of the government agenda in fast changing environment
- Maintaining skills and knowledge of trends, emerging technologies and best practice
- Balancing departmental role and responsibility while delivering essential government information.

Key relationships

Who	Why
Internal	
Media Manager	<p>Receive guidance and instructions and exchange information</p> <p>Provide support and advice for achieving business outcomes</p> <p>Management of emerging and sensitive issues or conflicts</p>
Regional NSW Media, Communications & Engagement	Work collaboratively, exchange information
Regional NSW Group	<p>Provide strategic advice, subject matter expertise and media support for government initiatives and funding programs</p> <p>Proactively develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation, engagement and delivery of media and communications services.</p>
External	
Key stakeholders, including the NSW Deputy Premier's Office, Ministerial Offices and government agencies.	<p>Provide strategic advice, subject matter expertise and media support for government initiatives and funding programs</p> <p>Respond to enquiries and anticipate needs</p> <p>Develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement.</p>

Role dimensions

Decision making

This role:

- Is expected to operate with a large degree of autonomy in respect to work priorities and workload management, in consultation with Media Manager
- Determines the content of reports, analyses, plans, briefings, strategies and other forms of written advice and media materials with minimal input required from the Media Manager and is responsible for the quality, scope, relevance and accuracy 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 sensitive issues or matters that may significantly impact the Regional NSW Group or NSW Government

Reporting line

This role reports directly to the Media Manager, Regional NSW Group

Essential requirements

- Demonstrated experience in leading communication and media projects utilising multiple communications channels.
- Demonstrated experience in crafting media communications and working directly with the media to deliver government communications
- Excellent writing skills
- Appropriate tertiary qualifications or demonstrated equivalent relevant professional experience
- Experience dealing with Ministers, ministerial advisors and media outlets
- After hours, on call and weekend work is required on occasion.




Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
	Finance	Intermediate

**Technology****Advanced**

Procurement and Contract Management

Intermediate

Project Management**Adept**

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none">▪ Represent the organisation in an honest, ethical and professional way and encourage others to do so▪ Demonstrate professionalism to support a culture of integrity within the team/unit▪ Set an example for others to follow and identify and explain ethical issues▪ Ensure that others understand the legislation and policy framework within which they operate▪ Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none">• Present with credibility, engage varied audiences and test levels of understanding• Translate technical and complex information concisely for diverse audiences• Create opportunities for others to contribute to discussion and debate• Actively listen and encourage others to contribute inputs• Adjust style and approach to optimise outcomes• Write fluently and persuasively in a range of styles and formats
Results Deliver Results	Adept	<ul style="list-style-type: none">▪ Take responsibility for delivering on intended outcomes▪ Make sure team/unit staff understand expected goals and acknowledge success▪ Identify resource needs and ensure goals are achieved within budget and deadlines▪ Identify changed priorities and ensure allocation of resources meets new business needs▪ Ensure financial implications of changed priorities are explicit and budgeted for▪ Use own expertise and seek others' expertise to achieve work outcomes

Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes • Implement and monitor appropriate records, information and knowledge management systems protocols, and policies
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects