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| **Cluster** | Regional NSW |
| **Agency** | Department of Regional New South Wales |
| **Group/Division/Branch** | DPI/Strategy & Engagement/Corporate Affairs & Parliament |
| **Location** | Orange |
| **Classification/Grade/Band** | Clerk Grade 7 / 8 |
| **Role Family** | Standard / Communication and Engagement / Delivery |
| **ANZSCO Code** | 212499 |
| **PCAT Code** | 1127392 |
| **Date of Approval** | September 2020 (Updates Sept 2021) |
| **Agency Website** | [www.dpi.nsw.gov.au](http://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.

NSW DPI's Strategy & Engagement Branch develops and drives whole of DPI strategic outcomes by leveraging networks and specialised expertise across Cabinet and legislation, corporate affairs and Parliament, market intelligence and forecasting, science risks and opportunities and stakeholder engagement.

Primary purpose of the role

The role provides specialist expertise for communication planning and implementation of NSW DPI wide communications solutions.

# Key accountabilities

* Identify, research and develop innovative communications solutions and implement communications strategies, projects and supporting activities to facilitate engagement, productivity and change initiatives
* Create, write and distribute and conduct ongoing research to increase conversion rates, engagement and overall channel satisfaction
* Contribute to the continual improvement of the Department’s communications channels including the selection of new tools, templates and designs
* Maintain close working relationships with, and provide specialist advice, standards and support to staff to facilitate the implementation of approved communications strategies
* Develop and implement new content in cooperation with other divisions and teams within the organisation to drive communications strategies
* Demonstrate standards of professional behaviour and ethics that promote and maintain public confidence and trust in the work of the branch and the department
* Participate as part of a multi-disciplinary, co-operative and collaborative communications function distributed across NSW DPI branches

Key challenges

* Meeting project milestones within budget, standards and timeframes
* Developing and maintaining an effective network of both internal and external stakeholders to support and facilitate effective project management and implementation
* Maintaining understanding of changing departmental structure and dynamics to ensure effective communications tactics and channels are consistently implemented

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Receive directions and report back on work program * Identify and raise issues that need resolving |
| Unit staff | * Work collaboratively to support team and achieve branch outcomes |
| Departmental staff including embedded communications colleagues | * Build networks across the department to effectively work on communications initiatives * Provide advice and assistance on communications related matters |

# Role dimensions

## Decision making

Independently makes decisions on own work program and refers to the manager issues that are contentious or require higher delegation for approval.

## Reporting line

Manager

## Direct reports

Nil

## Budget/Expenditure

Nil

# 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 | | | | |
| --- | --- | --- | --- | --- |
| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level** |
|  | **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 |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | Focus on key points and speak in plain English  Clearly explain and present ideas and arguments  Listen to others to gain an understanding and ask appropriate, respectful questions  Promote the use of inclusive language and assist others to adjust where necessary  Monitor own and others’ non-verbal cues and adapt where necessary  Write and prepare material that is well structured and easy to follow  Communicate routine technical information clearly | Intermediate |
| **Commit to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | | 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 |
| **Work Collaboratively**  Collaborate with others and value their contribution | | 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 |
|  | **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 |
| **Demonstrate Accountability**  Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | | Take responsibility for own actions  Be aware of delegations and act within authority levels  Be aware of team goals and their impact on work tasks  Follow safe work practices and take reasonable care of own and others’ health and safety  Escalate issues when these are identified  Follow government and organisational record-keeping requirements | Foundational |
|  | **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 |
| **Project Management**  Understand and apply effective planning, coordination and control methods | | Perform basic research and analysis to inform and support the achievement of project deliverables  Contribute to developing project documentation and resource estimates  Contribute to reviews of progress, outcomes and future improvements  Identify and escalate possible variances from project plans | 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** |
|  | 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 | Intermediate |
|  | Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
|  | 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 | Foundational |
|  | 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 |