# DPE logoRole Description

# Senior Communications Advisor (Internal)

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| **Role Description Fields** | **Details** |
| **Cluster** | **Planning and Environment** |
| **Department/Agency** | **Department of Planning and Environment** |
| **Division/Branch/Unit** | **Corporate Services / Performance, Experience and Communications** |
| **Role number** |  |
| **Classification/Grade/Band** | **Clerk Grade 9/10** |
| **Senior executive work level standards** | **Not Applicable** |
| **ANZSCO Code** | **225311** |
| **PCAT Code** | **1221492** |
| **Date of Approval** | **February 2023** |
| **Agency Website** | **www.dpie.nsw.gov.au** |

## Agency overview

Our vision is to create thriving environments, communities and economies for the people of New South Wales. We focus on some of the biggest issues facing our state. We deliver sustainable water resource and environment management, secure our energy supply, oversee our planning system, maximise community benefit from government land and property, and create the conditions for a prosperous state. We strive to be a high-performing, world-class public service organisation that celebrates and reflects the full diversity of the community we serve and seeks to embed Aboriginal cultural awareness and knowledge throughout the department.

## Primary purpose of the role

The Senior Communications Advisor (Internal) plans, coordinates and implements the development, design, production and delivery of internal communication services including coordinating executive functions, events, web content, video, social media and newsletters.

## Key accountabilities

* Coordinate the development, design and delivery of internal communication content for the Department of Planning and Environment (DPE) across a range of digital communication channels through the provision of services and expert advice.
* Develop and manage content, standards and guidelines for the production of internal communications through the use of newsletters, digital channels and other media, staff briefings and program/project launches.
* Coordinates and plans internal events such as executive and quarterly meetings, townhall functions, venues, webinars and workplace live activities.
* Provide expert advice to internal business and program units on the effective use of communication channels to support internal communication initiatives and assist in issues management to promote and build awareness of programs and resources DPE.
* Facilitate a high standard of communications which meets the identified needs of internal stakeholders and is consistent with the goals and standards of DPE.

## Key challenges

* Developing communication strategies in an environment of competing priorities and often conflicting views and interests of multiple stakeholders, to enhance their experience and perception of DPE.
* Responding to emerging urgent matters and quickly synthesise and deal with issues with multiple competing projects and tight deadlines.

## Key relationships

**Internal**

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| --- | --- |
| Who | Why |
| Manager | * Receive instructions and provide required specialist support.
* Provide expert advice regarding digital strategies and seek guidance with regard to project direction.
* Provide progress reports on work outcomes.
* Inform of emerging and sensitive issues or conflicts.
* Contribute to the development and implementation of Branch business plan and work program.
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| Client executive team, client groups and business units across DPE | * Receive instructions and provide required specialist support.
* Provide expert advice regarding digital strategies and seek guidance with regard to project direction.
* Provide progress reports on work outcomes.
* Inform of emerging and sensitive issues or conflicts.
* Contribute to the development and implementation of Branch business plan and work program.
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| DPE Internal Comms Community of Practice | * Maintain collaborative working relationships.
* Provide advice and exchange information in response to content and communications requirements.
* Scope and plan activities, co-ordinate projects.
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| Team members | * Supply content that meets the DPE’s media needs and broader marketing and reporting requirements.
* Share and discuss tasks, project outlines, targets.
* Participate in team meetings and contribute to ideas to improve program, service delivery and work outcomes.
* Provide advice and guidance and regular performance feedback.
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**External**

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| --- | --- |
| Who | Why |
| NSW and other government agencies, local government, media, peak bodies, interest groups, industry partners, community representatives and individuals | * Maintain effective relationships to support communications activities.
* Liaise and represent the DPE to coordinate delivery of appropriate information and key messages.
* Collate information and share intelligence.
* Coordinate content requirements.
* Respond in a timely manner seeking relevant approvals.
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| Digital media agencies, consultants and contractors | * Develop strong networks to promote the Department, and keep abreast of digital content trends, technologies and platforms.
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## Role dimensions

### Decision making

The role:

* Works with limited supervision and guidance to achieve overall agreed work program commitments
* Supports the manager to deliver tasks on time, within budget and to a high standard
* Consults with the manager on significant issues or conflicts arising during work performed
* Operates within legislative and regulatory provisions, public sector frameworks, department strategic and business plans, policies, delegations, budget and resource parameters

### Reporting line

Manager

### Direct reports

Nil

### Budget/Expenditure

Nil

## Essential requirements

* Tertiary qualifications in communications or other related discipline and/or relevant equivalent experience.

## 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** |
| --- | --- | --- | --- |
| 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 and encourage others to do soAct professionally and support a culture of integrityIdentify and explain ethical issues and set an example for others to followEnsure that others are aware of and understand the legislation and policy framework within which they operateAct to prevent and report misconduct and illegal and inappropriate behaviour | Adept |
| personal-attributes | **Manage Self**Show drive and motivation, an ability to self-reflect and a commitment to learning | Keep up to date with relevant contemporary knowledge and practicesLook for and take advantage of opportunities to learn new skills and develop strengthsShow commitment to achieving challenging goalsExamine and reflect on own performanceSeek and respond positively to constructive feedback and guidanceDemonstrate and maintain a high level of personal motivation | Adept |
| relationships | **Communicate Effectively**Communicate clearly, actively listen to others, and respond with understanding and respect | Present with credibility, engage diverse audiences and test levels of understandingTranslate technical and complex information clearly and concisely for diverse audiencesCreate opportunities for others to contribute to discussion and debateContribute to and promote information sharing across the organisationManage complex communications that involve understanding and responding to multiple and divergent viewpointsExplore creative ways to engage diverse audiences and communicate informationAdjust style and approach to optimise outcomesWrite fluently and persuasively in plain English and in a range of styles and formats | Advanced |
| relationships | **Commit to Customer Service**Provide customer-focused services in line with public sector and organisational objectives | Take responsibility for delivering high-quality customer-focused servicesDesign processes and policies based on the customer’s point of view and needsUnderstand and measure what is important to customersUse data and information to monitor and improve customer service deliveryFind opportunities to cooperate with internal and external stakeholders to improve outcomes for customersMaintain relationships with key customers in area of expertiseConnect and collaborate with relevant customers within the community | Adept |
| results | **Deliver Results**Achieve results through the efficient use of resources and a commitment to quality outcomes | Seek and apply the expertise of key individuals to achieve organisational outcomesDrive a culture of achievement and acknowledge input from othersDetermine how outcomes will be measured and guide others on evaluation methodsInvestigate and create opportunities to enhance the achievement of organisational objectivesMake sure others understand that on-time and on-budget results are required and how overall success is definedControl business unit output to ensure government outcomes are achieved within budgetsProgress organisational priorities and ensure that resources are acquired and used effectively | Advanced |
| results | **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 evidenceAnticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experienceApply creative-thinking techniques to generate new ideas and options to address issues and improve the user experienceSeek contributions and ideas from people with diverse backgrounds and experienceParticipate in and contribute to team or unit initiatives to resolve common issues or barriers to effectivenessIdentify and share business process improvements to enhance effectiveness | Adept |
| business-enablers | **Project Management**Understand and apply effective planning, coordination and control methods | Perform basic research and analysis to inform and support the achievement of project deliverablesContribute to developing project documentation and resource estimatesContribute to reviews of progress, outcomes and future improvementsIdentify 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.

| **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 | Work Collaboratively | Collaborate with others and value their contribution | Intermediate |
| relationships | 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 | Intermediate |
| 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 | Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Adept |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |