

Role Description

Senior Program Officer - Get Ready



Cluster	Premiers Department
Agency	NSW Reconstruction Authority
Division/Branch/Unit	Coordination and Engagement Community Preparedness
Role number	TBC
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	511112
PCAT Code	3119192
Date of Approval	3 September 2024
Agency Website	https://www.nsw.gov.au/departments-and-agencies/nsw-reconstruction-authority

Agency overview

The NSW Reconstruction Authority (the RA) is an executive agency of the Premier's Department. The RA will improve how NSW plans for disasters and help communities to recover from them faster.

To reduce the severity and impacts of disasters, the RA will complete critical planning and preparation with communities, businesses, and government. When disaster does strike, we will get recovery started swiftly and coordinate reconstruction efforts across agencies, communities, and other stakeholders.

Primary purpose of the role

The role develops strategic risk awareness and community preparedness programs to build disaster resilience, ensuring alignment with NSW Government objectives as well as community and stakeholder needs. In developing strategic programs and approaches, the role must facilitate outcomes by enabling, coordinating with, and engaging a range of stakeholders in the community preparedness ecosystem.

Key accountabilities

- Develop and deliver risk awareness and community preparedness communication strategies and programs, facilitating implementation through internal and external partners as required, and ensuring alignment with NSW Government objectives and community needs.
- Build and maintain relationships with key stakeholders to gather insights and coordinate effective delivery. Stakeholders include government agencies, councils, community groups, NGOs, private sector and subject matter experts.
- Develop awareness and behaviour change objectives to inform communications, engagement, and other behaviour change strategies; and develop practical approaches to support disaster preparedness in all parts of the community, including those most at risk or least able to engage with mainstream approaches.

- Support the development and execution of communication and marketing strategies to promote disaster preparedness ensuring the application of branding principles across all program activities and materials.
- Oversee the creation and distribution of preparedness campaign materials, ensuring consistency with branding guidelines and National Get Ready objectives.
- Work with the RA Communications and Engagement team to oversee the development and maintenance of program websites and digital platforms to ensure accessibility, usability, and alignment with program goals.
- Identify, secure and manage sponsorship and advertising opportunities to maximise reach and impact, undertaking and overseeing any related procurement processes and contracts as required.
- Plan and deliver national events, workshops, conferences and meetings to promote disaster preparedness, and foster collaboration among stakeholders.

Key challenges

- Developing large scale, state-wide strategies that coordinate with, enable, and support a wide range of actors to sustainably drive local community preparedness.
- Tailoring preparedness strategies that effectively engage and support diverse high-risk communities and cohorts.
- Prioritising tasks and requests for information in a high-volume working environment with competing priorities, to ensure timeframes are met.

Key relationships

Internal

Who	Why
Internal	
Manager	• Escalate issues, keep informed, receive guidance and instructions, and contribute to decision making • Identify emerging issues, risk and opportunities and recommend potential solutions • Provide regular updates on key projects, programs, and priorities • Provide advice and contribute to decision making
Work team	• Guide, support, coach, and mentor team members • Support team members and work collaboratively to contribute to achieving business outcomes • Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice • Represent work group perspective and share information

Who	Why
External	
Customers/ Stakeholder	• Respond and resolve queries, provide information and/or resources, and redirect to the appropriate person or business unit if required • Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards • Engage with, consult, seek clarification and provide customer focused advice and responses to ensure the prompt resolution of issues

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 Manager's 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 Program Strategy

Direct reports

1-3

Budget/Expenditure

- Financial Delegation: As per agency financial delegations.
- Administrative Delegation: As per agency delegations' manual.

Key knowledge and experience

- Demonstrated broad experience across senior marketing and communications roles, delivering strategic communication initiatives, stakeholder engagement, and integrated marketing programs.
- Proven experience leading communications and marketing activities for projects with a strong digital and customer outcomes focus, including strategy development, content creation, campaign delivery, and stakeholder management.
- Strong foundation in disaster preparedness principles and practices. This includes knowledge of risk assessment methodologies, emergency management arrangements and community resilience frameworks.
- Proficiency in cultural nuances, communication styles, and customs across diverse demographic groups to ensure clarity and effectiveness of strategic programs and initiatives.

Essential requirements

- Knowledge and understanding of emergency management arrangements and associated NSW legislation, or the ability to quickly build this understanding.
- Relevant tertiary qualifications and/or demonstrated experience in project management or communications and engagement, to develop, drive and implement relevant strategies and programs.
- Familiarity with community development principles and best practices, and approaches for capturing and integrating community context in strategies and programs.

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
 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 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
	Work Collaboratively Collaborate with others and value their contribution	• Recognise outcomes achieved through effective collaboration between teams • Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government • Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions • Network extensively across government and organisations to increase collaboration • Encourage others to use appropriate collaboration approaches and tools, including digital technologies	Advanced

 Relationships	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	• Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relationships with internal and external stakeholders • Anticipate and minimise conflict	Adept
 Results	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept
 Results	Think and Solve Problems 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 • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements • Implement systems and processes that are underpinned by high- quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria	Advanced
 Results	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	• Assess work outcomes and identify and share learnings to inform future actions • Ensure that own actions and those of others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources	Adept

		• Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety • Conduct and report on quality control audits • Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks	
	Inspire Direction and Purpose Communicate goals, priorities and vision, and recognise achievements	• Promote a sense of purpose, and help the team to understand the strategic direction of the organisation and the needs of customers and stakeholders • Translate broad organisational strategy and goals into tangible team goals and explain the links for the team • Ensure that team objectives and outcomes lead to the implementation of government priorities and create value for customers and stakeholders • Work to remove barriers to achieving goals	Adept
	Optimise Business Outcomes Manage people and resources effectively to achieve public value	• Develop team and unit plans that consider team capabilities and strengths • Plan and monitor resource allocation effectively to achieve team and unit objectives • When planning resources, consider the attraction and retention of people of diverse cultures, backgrounds and experiences • Ensure that team members work with a good understanding of business principles as they apply to the public sector context • Participate in wider organisational workforce planning to ensure that capable resources are available	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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
 Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences, and perspectives	Adept
 Relationships	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	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	Intermediate
 Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
 Business Enablers	Project Management	Understand and apply effective project planning, coordination, and control methods	Intermediate