

Role Description

Manager, Public Affairs



Cluster	Premiers Department
Agency	NSW Reconstruction Authority
Division/Branch/Unit	Communications and Engagement Corporate Affairs
Role number	51003892
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	131114
PCAT Code	2221492
Date of Approval	10 April 2024
Agency Website	https://www.nsw.gov.au/departments-and-agencies/nsw-reconstruction-authority

Agency overview

The NSW Reconstruction Authority (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, NGOs, 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 Manager Public Affairs manages a broad range of public affairs and public relations activities to maintain and enhance the reputation of the RA.

Key accountabilities

- Lead a broad range of public affairs and public relations activities including timely and accurate responses to media inquiries and delivering proactive media milestones
- Lead and manage media projects across a range of portfolios to develop appropriate media strategies, materials and organise media events
- Develop and execute media strategies and media materials, tactical plans and communications materials to support preparedness and recovery activities in communities, and for RA led programs such as the State Resilience Strategy, Disaster Ready Fund and other grant programs
- Work collaboratively across the agency to support relationships with Ministers' offices, media representatives, the Executive, and managers to ensure consistent messaging and presentation of the NSW Reconstruction Authority image, brand and agenda.
- Build and manage relationships with media teams in relevant ministerial offices, key agencies and intergovernmental departments
- Provide critical and proactive advice to the Executive and ministerial offices including media monitoring, approving material for public engagements and responses to media issues to underpin effective and constructive stakeholder relations

- Develop a robust issues management program to identify and regularly assess and secure senior management agreement on strategies to manage significant issues

Key challenges

- Balance multiple emerging issues across the RA and determine effective media management strategies to address competing views in a fast paced, varied and politically sensitive media environment
- Collaborate and negotiate with internal and external stakeholders to ensure the development and approval of media messaging and positioning is appropriate to agency needs and requirements

Key relationships

Who	Why
Internal	
Leadership Team and Senior Executives	<p>Receive advice and report on progress towards business objectives and discuss future directions.</p> <p>Provide expert advice and contribute to decision making and identify emerging issues/risks and their implications and propose solutions.</p>
Director	<p>Receive advice and report on progress towards business objectives and discuss future directions.</p> <p>Provide expert advice and contribute to decisive decision making and identify emerging issues/risks and their implications and propose solutions.</p>
Work Team	<p>Inspire and motivate, provide leadership and support</p> <p>Set overall performance expectations and oversight of the implementation of effective performance management frameworks and processes</p>
Divisional staff	<p>Champion best practice strategies, programs and outcomes by developing and maintaining effective working relationships and open channels of communication.</p> <p>Facilitate the exchange of ideas and information to foster a culture of continuous improvement, achievement and resilience.</p> <p>Influence outcomes through collaboration when there are conflicting interests and opinions.</p>
External	
Government and public sector (e.g. Local Government Councils, Services NSW, Regional NSW Infrastructure NSW and DCJ)	<p>Take a lead role in coordinating state-wide disaster management response and recovery.</p> <p>Work collaboratively and foster strong relationships to facilitate the exchange of information, achievement of joint priorities and promote the RA as an enabling agency.</p> <p>Influence outcomes through collaboration when there are conflicting interests and opinions.</p> <p>Share information and learnings to continuously improve public sector performance</p> <p>Liaise and keep informed of central Government decisions and seek information to incorporate into Agency strategies</p>

Non-government, business and industry and community sectors	<p>Take a lead role in coordinating state-wide disaster management response and recovery.</p> <p>Work collaboratively and foster strong relationships to facilitate the exchange of information, achievement of joint priorities and promote the RA as an enabling agency.</p>
Vendors/Service Providers	<p>Ensure that service providers are engaged in accordance with the relevant internal, legislative, and NSW Procurement principles</p> <p>Ensure service delivery in accordance with the contractual arrangements</p> <p>Consult, give and obtain information, negotiate required outcomes and timeframes and develop and maintain ongoing working relationships and networks.</p>

Role dimensions

Decision making

- Carries a high level of autonomy in setting own priorities, and those of any staff supervised, in alignment with management.
- Ensures recommendations are based on sound evidence, but at times may be required to use their judgment under pressure or in the absence of complete information or as a source of expert advice to internal stakeholders across the Agency and externally.
- Maintains independence to develop a suitable approach in managing a unit/team, allocating resources, determining the conceptual framework towards projects and development of strategic plans.
- Has a high level of responsibility for determining appropriate unit/team actions undertaken, within government and legislative policies, and for ensuring quality control in the implementation of unit/teamwork.

Reporting line

Director, Corporate Affairs

Direct reports

Minimum of 1 direct report.

Budget/Expenditure

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

Knowledge and experience

- Demonstrated ability to develop and manage effective relationships with Ministerial advisers, executives and senior managers across Government.

Essential requirements

- Tertiary qualification and/or relevant knowledge and 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

Capability group/sets	Capability name	Behavioural indicators	Level
	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback and advice Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately Raise and work through challenging issues and seek alternatives Remain composed and calm under pressure and in challenging situations 	Adept
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> Present with credibility, engage diverse audiences and test levels of understanding Translate technical and complex information clearly and concisely for diverse audiences Create opportunities for others to contribute to discussion and debate Contribute to and promote information sharing across the organisation Manage complex communications that involve understanding and responding to multiple and divergent viewpoints Explore creative ways to engage diverse audiences and communicate information Adjust style and approach to optimise outcomes Write fluently and persuasively in plain English and in a range of styles and formats 	Advanced
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> 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







	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek and apply the expertise of key individuals to achieve organisational outcomes • Drive a culture of achievement and acknowledge input from others • Determine how outcomes will be measured and guide others on evaluation methods • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control business unit output to ensure government outcomes are achieved within budgets • Progress organisational priorities and ensure that resources are acquired and used effectively 	Advanced
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> • Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans • Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly 	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • 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
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> • Prepare and review project scope and business cases for projects with multiple interdependencies • Access key subject-matter experts' knowledge to inform project plans and directions • Design and implement effective stakeholder engagement and communications strategies for all project stages • Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning 	Advanced







		<ul style="list-style-type: none"> Develop effective strategies to remedy variances from project plans and minimise impact Manage transitions between project stages and ensure that changes are consistent with organisational goals Participate in governance processes such as project steering groups 	
	Inspire Direction and Purpose Communicate goals, priorities and vision, and recognise achievements	<ul style="list-style-type: none"> 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

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
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	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	Adept
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	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
	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
	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate