

Role Description

Communication and Campaigns Advisor



Cluster	Planning, Housing and Infrastructure
Agency	NSW Reconstruction Authority
Division/Branch/Unit	Communications and Engagement
Role number	Various
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	225311
PCAT Code	1221415
Date of Approval	January 2025
Agency Website	https://www.nsw.gov.au/departments-and-agencies/nsw-reconstruction-authority

Agency overview

The NSW Reconstruction Authority (the Authority) is a statutory corporation within Planning, Housing and Infrastructure. The Authority will improve how NSW plans for disasters and help communities to recover from them faster.

To reduce the severity and impacts of disasters, the Authority 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

Support the planning and delivery of marketing campaigns and communication programs, priorities and projects to achieve business outcomes.

Key accountabilities

- Contribute to the development and implementation of the overarching marketing and communications strategies, plans and campaigns (including research, advertising, social media, digital marketing, internal communications, events, etc.) to support optimal service delivery.
- Provide contemporary and evidence-based advice to shape the most effective, consistent and effective approach to marketing and communications programs, to support informed decision-making and planning.
- Develop program budgets, timelines, reports and updates, and campaign result reports, to help monitor, promote and optimise programs and outcomes.
- Contribute and participate in project delivery activities including launches, workshops, and presentations to ensure agreed outcomes are achieved.
- Establish working relationships with vendors, and internal and external stakeholders, including media

and creative agencies, to support and provide updates campaign and program delivery.

- Coordinate the development of appropriate merchandise, collateral, and in-house activities to support campaigns and programs.
- Develop high quality, accurate and timely reports, briefs, or correspondence to provide information or advice and keep relevant groups informed on key developments and issues related to marketing and communication activities.

Key challenges

- Working collaboratively with multiple stakeholders to develop professional communications collateral in an environment with competing demands and tight timelines, while addressing unforeseen issues.
- Identifying and adopting new technologies and the latest marketing trends for the purpose of meeting changing customer expectations in a dynamic customer service environment.

Key relationships

Internal

Who	Why
Manager	<ul style="list-style-type: none"> • Provide advice and contribute to decision making regarding projects and issues • Escalate issues and propose solutions • Receive guidance and provide regular updates on projects, issues and priorities
Work Team	<ul style="list-style-type: none"> • Develop and maintain effective relationships and open channels of communication • Participate in meetings to obtain the project team perspective and share information • Respond to enquiries
Customer / Stakeholders	<ul style="list-style-type: none"> • Develop and maintain effective relationships and open channels of communication to facilitate outcomes • Exchange information and respond to enquiries

External

Who	Why
Customers / Stakeholders	<ul style="list-style-type: none"> • Exchange information and respond to enquiries • Develop and maintain effective working relationships and open channels of communication to provide and obtain information and facilitate outcomes

Vendors / Service Providers

- Manage WIPs, workflow, queries and approvals of media & creative agencies to ensure work is delivered on time, on budget and of a high quality.
 - Liaise with suppliers on the operational level
 - Assist with contract administration
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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 Managers' 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.

Reporting line

Manager Corporate Communications

Direct reports

This role has no direct reports

Budget/Expenditure

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

Key knowledge and experience

Capabilities for the role


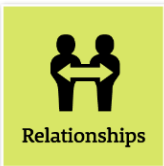


The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for 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.











Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Personal Attributes</p>	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • 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
 <p>Relationships</p>	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept
 <p>Relationships</p>	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • 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
 <p>Results</p>	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • 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 	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> 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 	
 <p>Results</p>	<p>Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> Identify the facts and type of data needed to understand a problem or explore an opportunity Research and analyse information to make recommendations based on relevant evidence Identify issues that may hinder the completion of tasks and find appropriate solutions Be willing to seek input from others and share own ideas to achieve best outcomes Generate ideas and identify ways to improve systems and processes to meet user needs 	Intermediate
 <p>Business Enablers</p>	<p>Project Management Understand and apply effective planning, coordination and control methods</p>	<ul style="list-style-type: none"> Understand all components of the project management process, including the need to consider change management to realise business benefits Prepare clear project proposals and accurate estimates of required costs and resources Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Identify and evaluate risks associated with the project and develop mitigation strategies Identify and consult stakeholders to inform the project strategy Communicate the project's objectives and its expected benefits Monitor the completion of project milestones against goals and take necessary action Evaluate progress and identify improvements to inform future projects 	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
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate