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| **Cluster** | Communities & Justice |
| **Department/Agency** | Department Communities & Justice / Homes NSW |
| **Division/Branch/Unit** | Housing Portfolio / Portfolio Management (Assets) |
| **Classification/Grade/Band** | Administration & Clerical Grade 9/10 |
| **ANZSCO Code** | 511111 |
| **PCAT Code** | 31492 |
| **Date of Approval** | 31 October 2023 |
| **Agency Website** | https:// www.nsw.gov.au/departments-and-agencies/homes-nsw |

## Agency overview

The NSW Government is determined to make NSW a place where everyone has access to safe and secure housing, and where experiences of homelessness are rare, brief and non-recurring.

Homes NSW is a division of the Department of Communities and Justice. It brings together the housing and homelessness functions of the Department of Communities and Justice, the NSW Land and Housing Corporation, Aboriginal Housing Office and key worker housing functions from across government all under one roof.

Homes NSW leads work to deliver more social and affordable housing, end the cycle of homelessness, and deliver quality public housing to our 262,000 tenants across NSW.

As a single division, we are streamlining services to ensure we meet the needs of the people we support, with empathy, efficiency and effectiveness. We are elevating the voice of people with lived experience of social housing, housing services and homelessness.

We strive for excellence in service delivery and partner with all levels of government, sector and communities to address the housing crisis.

Most importantly, Homes NSW puts people at the heart – including our staff. Working for us means you are joining a division where your expertise and skills will be valued.

## Primary purpose of the role

The purpose of this role is to manage local communication and engagement as it relates to the division’s strategic direction, and effectively manage relevant stakeholder relationships.

## Key accountabilities

* Provide Housing Portfolio with strategic advice on matters relating to project-specific community and stakeholder relations.
* Develop and implement community engagement plans in line with Housing Portfolio requirements to ensure stakeholders are consulted at the appropriate level and time, are provided with up-to-date information, and have a clear understanding of Housing Portfolio project objectives and benefits.
* Work closely with the broader Portfolio Management (Assets) Engagement teams to ensure a coordinated and consistent approach to government and senior stakeholder relationships, media, issues management and marketing.
* Identify risks and opportunities associated with community engagement aspects for Housing Portfolio and develop and implement appropriate strategies and controls to minimise risk.
* Build and sustain solid relationships with a vast network of key internal and external stakeholders, working towards mutually beneficial outcomes in order to facilitate and foster their involvement in the development of project activities.
* Manage the preparation, production, and release of public information, including newsletters, maintenance updates, corporate brochures, presentation materials, and articles, website, community and stakeholder correspondence and relevant briefing materials. Liaise with other division functional areas and external agencies as required. Take a lead role in local external communications activities and events.
* Monitoring and evaluating communication activities undertaken by contractors to ensure compliance with Housing Portfolio objectives and with the strategic communications program for Housing Portfolio .

## Key challenges

* Ensuring that tenant outcomes are at the centre of local community engagement.
* Establishing an effective communications platform in line with stakeholder and organisational requirements that is flexible, responsive to change as issues arise and can be targeted/matched to the level, nature, and type of audience for each type of communication.
* Keeping up to date with engagement progress and maintaining awareness of community issues and concerns to develop proactive communications and thereby reduce the likelihood of issues arising.

## Key relationships

**Internal**

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| Who | Why |
| Director | * Provide advice and support to ensure that community engagement contributes to the success of Housing Portfolio . * Escalate issues, keep informed and manage team priorities. |
| Work team | * Work cooperatively within a team, exchange information and assist other team members to achieve team objectives and work outcomes. |

**External**

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| Who | Why |
| Tenants, Local MPs, other public sector agencies/ departments, Private Sector | * Provide information and obtain information. |

## Role dimensions

### Decision making

As per the delegation level of the role.

### Reporting line

Line manager.

### Direct reports

Up to eight.

### Budget/Expenditure

* Nil.

## **Key knowledge and experience**

* Nil

## Essential requirements

* Tertiary qualifications in a related discipline and/or equivalent knowledge, skills and experience with demonstrated commitment to ongoing professional development.
* Current driver’s licence.

## 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

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| **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 so  Act professionally and support a culture of integrity  Identify and explain ethical issues and set an example for others to follow  Ensure that others are aware of and understand the legislation and policy framework within which they operate  Act to prevent and report misconduct and illegal and inappropriate behaviour | 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 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 |
| 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 services  Design processes and policies based on the customer’s point of view and needs  Understand and measure what is important to customers  Use data and information to monitor and improve customer service delivery  Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers  Maintain relationships with key customers in area of expertise  Connect 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 | 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 | 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 |
| business-enablers | **Project Management**  Understand and apply effective planning, coordination and control methods | 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 |
| People Management | **Manage and Develop People**  Engage and motivate staff, and develop capability and potential in others | Collaborate to set clear performance standards and deadlines in line with established performance development frameworks  Look for ways to develop team capability and recognise and develop individual potential  Be constructive and build on strengths by giving timely and actionable feedback  Identify and act on opportunities to provide coaching and mentoring  Recognise performance issues that need to be addressed and work towards resolving issues  Effectively support and manage team members who are working flexibly and in various locations  Create a safe environment where team members’ diverse backgrounds and cultures are considered and respected  Consider feedback on own management style and reflect on potential areas to improve | 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.

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| **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 | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | 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 | Adept |
| relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Adept |
| 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 | Intermediate |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| people-management | Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Intermediate |
| people-management | Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Intermediate |
| people-management | Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Intermediate |