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| --- | --- |
| **Cluster** | Stronger Communities  |
| **Department** | Department of Communities and Justice |
| **Division/Branch/Unit** | Corporate Services / Communications / Campaigns, Strategy & Events |
| **Location** | Sydney Metro |
| **Classification/Grade/Band** | Clerk grade 9/10 |
| **Role Number** | TBC |
| **ANZSCO Code** | 225311 |
| **PCAT Code** | 1221492 |
| **Date of Approval** | 18 December 2019  | **Ref: Comm 044** |
| **Agency Website** | www.dcj.nsw.gov.au |

**Agency overview**

The Department of Communities and Justice (DCJ) is the lead agency under the Stronger Communities Cluster. DCJ works to enable everyone's right to access justice and help for families through early intervention and inclusion, with benefits for the whole community. Stronger Communities is focussed on achieving safe, just, inclusive and resilient communities by providing services that are effective and responsive to community needs.

# Primary purpose of the role

Partner with the business to deliver best practice communication strategies and activities that promote the policy priorities of the department and uphold the its reputation among key stakeholders.

# Key accountabilities

* Partner with the business to design and deliver proactive and responsive communications strategies to communicate effectively with the department’s stakeholders about its programs, policies and initiatives.
* Identify, develop and implement innovative best practice communication solutions to meet organisational strategic priorities.
* Provide guidance, support and point of contact for staff in business areas across the department for communication planning.
* Seek out and actively manage key stakeholder relationships based on open and regular discussions and feedback to ensure effective interface between communication planning and program/policy development.
* Coordinate effective planning and delivery of activities across keys areas in Ministerial and Communication Services, including communication production, social media, media, and events.
* Monitor and evaluate the effectiveness of communication strategies and activities to inform current and future approaches, as well as report on emerging trends and risks.

# Key challenges

* Managing the development of a range of communications strategies of varying size and complexity, across a wide geographic area, to ensure they are all delivered on time, on budget and meet the needs of the department and its clients.
* Understanding the needs and perspectives of stakeholders and the department to craft material and products which are accessible, creative and effective while meeting regulatory and program requirements.
* Maintaining current knowledge and understanding of DCJ programs and policies, and NSW Government strategies and priorities to enable agile responses to changing needs.

# Key relationships

| Who | Why |
| --- | --- |
| Manager, Strategy and Partnerships | * Report directly to line manager
* Seek direction, advice and support
* Provide information and feedback
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| Communications Team | * Provide information and advice
* Provide an effective and valuable two way liaison
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| Other DCJ divisions, districts and cluster agencies | * Develop and maintain effective working relationships
* Liaise to ensure the provision of timely and accurate advice when requested
* Collaborate on planning and implementation of communication initiatives
* Negotiate/agree on timeframes
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| **External** |  |
| Ministers' offices | * Respond to enquiries
* Provide advice and information
* Develop communication and campaign strategies and plans
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|  |  |
| --- | --- |
| Suppliers and service providers; Consultants | * Source services and products
* Negotiate conditions and costs
* Manage delivery of agreed products and services
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| Senior level stakeholders in the NGO and business Sectors | * Develop and manage constructive relationships
* Negotiate agreements
* Manage joint communications projects
 |

# Role dimensions

## Decision making

## The role:

* carries a high level of autonomy and sets own priorities in alignment with management
* maintains a degree of independence to manage workload and provide advice and recommendations, as well as input to the development of strategies, systems, team planning and projects.
* determines own actions undertaken within government and legislative policies, and to ensure quality control in the implementation of own work.
* ensures that 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 the source of expert advice to internal stakeholders across the department as well as externally to ministerial level.
* as necessary, consults with management on a suitable course of action in matters that are sensitive, high-risk or business-critical, or for those issues that have far reaching implications with respect to resources or quality advice provision.

## Refer to the DCJ Delegations for specific financial and/ or administrative delegations for this role.

## Reporting line

# This role reports to the Manager, Strategy and Partnerships.

## Direct reports

# Nil.

## Budget/Expenditure

# Nil.

# Key knowledge and experience

* Substantial experience in managing complex communications activities and building strong working relationships with business partners.

# Essential requirements

* Tertiary qualifications in relevant field and/or equivalent knowledge, skills and experience with demonstrated commitment to ongoing professional development.

Appointments are subject to reference checks. Some roles may also require the following checks/ clearances:

* National Criminal History Record Check in accordance with the Disability Inclusion Act 2014
* Working with Children Check clearance in accordance with the Child Protection (Working with Children) Act 2012

# 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 logo | **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 |
| Relationships logo  | **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 logo  | **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 |
| Relationships logo  | **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 |
| Results logo | **Plan and Prioritise**Plan to achieve priority outcomes and respond flexibly to changing circumstances | * 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 |
| Results logo | **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 logo | **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 |

# 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 is not relevant for recruitment purposes however may be relevant for future career development.

| COMPLEMENTARY CAPABILITIES |
| --- |
| **Capability Group/Sets** | **Capability Name** | **Description** | **Level**  |
| Personal Attributes logo |  |  |  |
| 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 | Adept |
| Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| Relationships logo  |  |  |  |
| Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Adept |
| Results logo |  |  |  |
| Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
| Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Adept |
| Business Enablers logo |  |  |  |
| 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 | Intermediate |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |