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| **Portfolio** | Communities and Justice | |
| **Department** | Department of Communities and Justice | |
| **Division/Branch/Unit** | Homes NSW / Partnerships and Communications / Programs and Partnerships | |
| **Location** | Sydney | |
| **Classification/Grade/Band** | Clerk Grade 9/10 | |
| **Role Number** | 50009467 | |
| **OSCA Code** | 221231 | |
| **PCAT Code** | 1119192 | |
| **Date of Approval** | 15 April 2025 | **Ref: PartCom 002** |
| **Agency Website** | www.dcj.nsw.gov.au | |

***Please see job notes and/or advertisement for more information on specific role qualification requirements and relevant experience.***

# Homes NSW 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

Plan and deliver high-quality communications plans and materials to support achievement of Homes NSW’s priorities and goals. Develop and implement campaigns and content that informs and influence stakeholders and uphold Homes NSW reputation among key stakeholders

# Key accountabilities

* Develop both proactive and responsive communication and engagement strategies to support program objectives, initiatives and projects.
* Design, implement and coordinate multifaceted external communication and engagement activities, to support operational and corporate priorities and to communicate key messages relating to activities and initiatives.
* Deliver communication and engagement campaigns, including logistics, budgets, resources, project plans, and reporting to enable timely and effective communication to a range of audiences.
* Identify and escalate emerging and sensitive communication issues proactively and provide operational advice to Principal Communication Officer.
* Take ownership of workload, demonstrating a high level of responsibility and the ability to drive your outcomes.
* Create, monitor and update a broad range of collateral and prepare information to keep key internal and external stakeholders up to date with developments and provide comprehensive information on Homes NSW programs.

# Key challenges

* Managing the delivery of a range of external communication and engagement initiatives of varying size and stakeholder complexity, to ensure they are all delivered on time, on budget and meet Homes NSW needs.
* Understanding the needs and perspectives of Homes NSW internal and external stakeholders to craft material and products using a variety of mediums which are accessible, creative and effective while meeting program requirements.

# Key relationships

| Who | | Why | |
| --- | --- | --- | --- |
| **Internal** | |  | |
| Director | | Report directly to Line manager  Seek direction, advice and support  Provide information and feedback | |
| Direct Reports | | Seek direction, advice and support  Provide information and feedback | |
| Team Members | | Provide information and advice  Provide an effective and valuable two-way liaison | |
| Other DCJ Divisions, Districts and Clusters | | Liaise to ensure the provision of timely and accurate advice when requested; collaborate on planning and implementation of internal communication initiatives  Develop and maintain effective working relationships  Negotiate/agree on timeframes | |
| **External** | |  | |
| Suppliers, Service Providers and Contractors | | Source services and products; negotiate conditions and costs; manage delivery of agreed products and services | |

# Role dimensions

## Decision making

The role:

* + Carries a high level of autonomy in setting own priorities in alignment with management.
  + Maintains a degree of independence to develop a suitable approach in managing the workload and provision of advice and recommendations as well as input to the development of relevant systems, frameworks team planning and projects.
  + Determines own actions undertaken, within government and legislative policies, and for ensuring quality control in the implementation of own workload.
  + Ensures recommendations are based on sound evidence, but at times may be required to use judgment under pressure, or in the absence of complete information, or act as a source of expert advice to internal stakeholders across Homes NSW 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 provision of quality advice.

## Reporting line

The role reports to the Principal Communications Officer.

## Direct reports

Nil

## Budget/Expenditure

Nil

# Key knowledge and experience

Strong experience in the management of complex communications and/or engagement initiatives.

# Essential requirements

Tertiary qualifications in media, marketing or communications 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 | | | | **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 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 | | | | | **Work Collaboratively**  Collaborate with others and value their contribution | | | | * Encourage a culture that recognises the value of collaboration * Build cooperation and overcome barriers to information sharing and communication across teams and units * Share lessons learned across teams and units * Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work * Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services | | | | | | | Adept | | | | |
| 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 |
| 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 | Intermediate |
| Relationships logo |  |  |  |
| Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Intermediate |
| 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 | Intermediate |
| Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
| 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 |