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| **Portfolio** | Communities and Justice | |
| **Department** | Department of Communities and Justice | |
| **Division/Branch/Unit** | Homes NSW / Housing Portfolio/ Partnerships and Communications | |
| **Location** | TBC | |
| **Classification/Grade/Band** | Clerk Grade 7/8 | |
| **Role Number** | TBC | |
| **ANZSCO Code** | 225311 | |
| **PCAT Code** | 1111492 | |
| **Date of Approval** | October 2022 | **Ref: HPORT 119** |
| **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

The Media Advisor coordinates and delivers media strategies and activities to support the Department work in managing the relationship with media outlets and developing policies, strategies, plans and programs.

# Key accountabilities

* Develop, implement and evaluate innovative media strategies and activities to ensure the media outlets, customers, community and other stakeholders are engaged and informed of the development of the Department’s policies, plans and programs.
* Develop communications tools and informed, concise and well-structured media materials using a range of communication channels including web content, social media content, email campaigns, videos, speeches, brochures, newsletters and advertising activities to inform diverse stakeholders of planning programs and policy.
* Obtain input and monitor and report on media interests and issues and provide recommendations to manage identified risks and ensure communication materials are relevant, appropriate and informative.
* Liaise with a range of service providers, including internal stakeholders, to deliver high-quality communications that are relevant and meaningful to a range of audiences.
* Draft and edit media communication materials within tight timeframes to ensure communication materials meet required standards.
* Participate in systems, policy and process improvement initiatives to improve team operations.

# Key challenges

* Translating complex information into clear and simple concepts that meet stakeholder information needs.
* Developing timely communication recommendations to incorporate the perspectives of multiple stakeholders whilst taking into account the broader agency context, policy issues and wide range of matters.
* Responding to emerging urgent matters and effectively dealing with issues of public interest with multiple competing projects and tight deadlines.

# Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Receive instructions and provide required specialist support * Provide accurate and expert advice, recommendations and solutions to manage work program issues * Provide progress reports on work outcomes * Inform of emerging and sensitive issues or conflicts * Contribute to the development and implementation of the Branch business plan and work program |
| Client groups and business units across the Department | * Maintain collaborative working relationships * Liaise to understand Department priorities, programs and activities * Coach to build capacity in stakeholder consultation and communication * Liaise to manage communication aspects of events and engagement activities |
| Teams | * Collaborate to share information on programs and projects * Participate in team meetings and contribute ideas to improve program, service delivery and work outcomes |
| **External** |  |
| NSW and other government agencies, local government, media, peak bodies, interest groups, industry partners, community representatives and individuals | * Maintain effective relationships to support communications activities * Liaise and represent the Department to coordinate delivery of appropriate information and key messages * Develop effective partnerships. * Represent the agency and a support best practice community engagement approach across the relevant industry sector. * Establish and support subregional dialogues. |

# Role dimensions

## Decision making

* Organises their day to day work program.
* Devise an appropriate method for handling issues, working closely with the Manager, and determine who to consult and what weight to give to different views, advice and information received.
* Refers to the Manager those decisions with involve the management of contentious issues or potential risk to the Department’s brand and image, or which require a higher delegation or approval.

## Reporting line

## The role reports to the Manager

## Direct reports

Nil

## Budget/Expenditure

Nil

# Essential requirements

* Tertiary qualifications in communications or other relevant discipline and/or equivalent relevant experience.
* Willingness and ability to be on call as required outside of normal working hours.

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 * Support a culture of integrity and professionalism * Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct * Recognise and report misconduct and illegal and inappropriate behaviour * Report and manage apparent conflicts of interest and encourage others to do so | | | | | | | | Intermediate | | | | |
| Relationships logo | | | | | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | | | | | * 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 | | | | |
| 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 | | | | | | **Influence and Negotiate**  Gain consensus and commitment from others, and resolve issues and conflicts | | | | | * Use facts, knowledge and experience to support recommendations * Work towards positive and mutually satisfactory outcomes * Identify and resolve issues in discussion with other staff and stakeholders * Identify others’ concerns and expectations * Respond constructively to conflict and disagreements and be open to compromise * Keep discussions focused on the key issues | | | | | | | | Intermediate | | | | | |
| Results logo | | | | | | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | | | | | * Seek and apply specialist advice when required * Complete work tasks within set budgets, timeframes and standards * Take the initiative to progress and deliver own work and that of the team or unit * Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals * Identify any barriers to achieving results and resolve these where possible * Proactively change or adjust plans when needed | | | | | | | | Intermediate | | | | | |
| 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 | | | | | * Perform basic research and analysis to inform and support the achievement of project deliverables * Contribute to developing project documentation and resource estimates * Contribute to reviews of progress, outcomes and future improvements * Identify and escalate possible variances from project plans | | | | | | | | 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 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 | Adept |
| Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Choose an item. |
| 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 |  |  |  |
| Communicate Effectively | Communicate clearly, actively listen to others, and respond with understanding and respect | Choose an item. |
| Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Choose an item. |
| Work Collaboratively | Collaborate with others and value their contribution | Intermediate |
| Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Choose an item. |
| Results logo |  |  |  |
| Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Choose an item. |
| Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
| Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Choose an item. |
| 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 | Foundational |
| 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 | Foundational |
| Project Management | Understand and apply effective project planning, coordination and control methods | Choose an item. |
| People Management logo |  |  |  |
| Manage and Develop People | Engage and motivate staff, and develop capability and potential in others | Choose an item. |
| Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Choose an item. |
| Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Choose an item. |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Choose an item. |