Role Description
Media Advisor

Cluster	**Stronger Communities**
Department/Agency	**Multicultural NSW**
Division/Branch/Unit	**Communications**
Role number	**TBA**
Classification/Grade/Band	**Clerk Grade 7/8**
Senior executive work level standards	**Not Applicable**
ANZSCO Code	**999999**
PCAT Code	**9999999**
Date of Approval	**March 2025**
Agency Website	**www.multicultural.nsw.gov.au**

Agency overview

NSW is home to 33.6% of Australia's overseas-born population. We come from over 310 ancestries, practice more than 139 religions and use more than 283 languages, with 29.3% of NSW people born overseas. The purpose of Multicultural NSW is to build and maintain a cohesive and harmonious multicultural society that enriches the lives of all the people of NSW.

Our work is underpinned by the Multicultural NSW Act 2000, which establishes Multicultural NSW as the lead agency for promoting and monitoring the multicultural principles set out in the Act. The Multicultural NSW Advisory Board, which is constituted under the Act, is an independent body that draws on the cultural diversity, skills and experience of its members to provide advice to the Agency and the Minister

Primary purpose of the role

This role promotes and monitors Multicultural NSW through all mainstream and multicultural media in order to foster and maintain the profile of Multicultural NSW.

Key accountabilities

- Collaborate with the Associate Director, Communication to develop media communication for Multicultural NSW and the Minister for Multiculturalism.
- Write media releases and media statements that align with Multicultural NSW's Strategic Plan.
- Monitor media and follow media issues. Deliver daily media reporting.
- Develop responses to media enquiries and issues to provide timely and appropriate responses in a way that mitigates risk and promotes the reputation of Multicultural NSW.
- Prepare a range of media materials for key stakeholders, including briefings, statements and media releases to support events, provide information and respond to issues.
- Maintain a weekly media calendar of story ideas.
- Ensure information on new contacts, organisations or changes to existing media contacts and organisations is up to date, to ensure Multicultural NSW database remains accurate.
- Other communications projects as required.
- Some out of hours work may be required.

Key challenges

- Demonstrating high-level communication skills; both written and verbal and keeping calm when confronted by confidential and sensitive situations and events.
- Establishing, maintaining and building positive relationships with stakeholders across community and media groups
- Keeping abreast of emerging multicultural issues and media developments to support where necessary a Multicultural NSW response in a timely manner.
- Ensuring that communication of any context, information and key developments are shared with relevant stakeholders for their action and/or response.

Key relationships

Internal

Who	Why
Associate Director, Communications and Marketing	• Provide project status updates and advice on communications issues as required • Share information, seek guidance, consult and seek advice and to achieve consensus on proposed action
Multicultural NSW Executive and Advisory Board and other staff across Multicultural NSW	• Share information; seek and provide guidance; discuss issues; work together on projects • Share information, consult, to give and seek advice and to coordinate resources. • Liaise to ensure that expertise and resources are effectively utilised in project activities. • Provide guidance, meet deadlines and share information provide project status updates and advice on media issues as required

External

Who	Why
Representatives from a range of community organisations and the general public	• Consult and seek input to communications needs • Provide campaign material and marketing initiatives • Represent Multicultural NSW as required with stakeholder groups
Consultants and suppliers	• Work on communications and marketing projects; ensure delivery of services

Role dimensions

Decision making

- Act on decisions as made by delegated Multicultural NSW Officers.
- In the absence of a delegated officer for decision, the Media Officer is required to respond to media issues relating to Multicultural NSW, only on the basis of a known position. The Media Officer has no formal delegations.
- Formal approval is required from the Multicultural NSW Delegated Officer before committing Multicultural NSW to major expenditure or a substantial use of resources.

Reporting line

The role report to the Associate Director Communications and Marketing.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience in the field of public relations or journalism and in dealing with the press, journalists and media outlets.
- Experience would include exposure to all forms of the media, and an understanding of current affairs, politics, culturally diverse communities, and government and parliamentary procedures.
- Highly developed written, interpersonal, and communication skills and the ability to deal with people at all levels; as is the ability to respond effectively to circumstances demanding improvisation.
- Developed judgement and problem solving skills to deal effectively with the range of issues with which the position is confronted and to appropriately advise the CEO, Executive, Ministers Office and Multicultural NSW staff.

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.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level

	**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
	**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
	**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

	**Work Collaboratively** Collaborate with others and value their contribution	• Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others •	Intermediate
	**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
	**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

	**Demonstrate Accountability** Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	• Assess work outcomes and identify and share learnings to inform future actions • Ensure that own actions and those of others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety • Conduct and report on quality control audits • Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks	Adept
	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies	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.

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

	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate