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| **Portfolio** | Communities and Justice | |
| **Department** | Department of Communities and Justice | |
| **Division/Branch/Unit** | Youth Justice NSW | |
| **Location** | Sydney | |
| **Classification/Grade/Band** | Clerk Grade 11/12 | |
| **Role Number** | 50011061 | |
| **ANZSCO Code** | 131111 | |
| **PCAT Code** | 2121416 | |
| **Date of Approval** | 12 March 2025 | **Ref: YJ 0034** |
| **Agency Website** | www.dcj.nsw.gov.au | |

# Agency overview

The Department of Communities and Justice (DCJ) is the lead agency in the Communities and Justice Portfolio.  Communities and Justice aims to achieve a safe, just, and inclusive New South Wales (NSW) by operating an effective legal system; increasing access to social and affordable housing; protecting children and families; addressing domestic and family violence; promoting public safety; reducing reoffending; and supporting community harmony and social cohesion.

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 by providing services that are effective and responsive to community needs.

# Primary purpose of the role

Coordinate the provision of high-level advice and assistance to the Director, on the Division’s corporate and business planning, communications and media affairs. Brief the Executive Director and leadership team on emerging issues and provide strategic direction and management of government and state priorities.

Develop high level strategic directions in external and internal corporate communication approaches including maintaining and promoting a positive image of the Division. Manage, direct and maintain high quality communications and external relations function for the Agency.

# Key accountabilities

* Provide leadership and strategic/expert advice on media communication issues and the development and implementation of agency and program specific strategic media communication programs to support Agency and whole-of-government objectives.
* Lead and manage critical communication issues and coordinate Agency participation in across-government critical issues management exercises and activities, particularly justice and human services agencies.
* Lead coordination and contribution on Agency media and communication issues with central DCJ Media teams in particular DCJ Ministerial media officers.
* Develop a comprehensive communication framework for the Agency to support the implementation of corporate directions and State Plan priorities.
* Coordinate contributions and prepare the Agency’s Annual Report and analyse reports and papers, adding value and/or providing advice to the Director and the Executive Director.
* Develop, monitor and report on the Division’s annual Business Plan. Provide Divisional advice and contributions to the Department’s Strategic Plan and implementation of State Priorities as needed.
* Review, prepare and advise on reports, discussion papers, correspondence, briefings and submissions to senior staff and develop strategies and briefing material for issues being considered by intra and inter agency committees.
* Develop and operate efficient systems for seeking advice and approvals from all parts of the Agency and other portfolio agencies.
* The role is also responsible for:
* Development of the Division’s influencer list and ongoing stakeholder engagement,
* Representation on inter and intra-government working groups regarding Divisional business and implementation of government priorities.

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# Key challenges

* Operating in a high-pressure performance environment and the Agency’s performance will be judged, by many clients, on the basis of the position holder’s performance. A major challenge is enduring speedy response to high profile issues that can quickly escalate and become major matters requiring significant resources and time to resolve.
* Ensuring the efficient and appropriate flow of communication across all areas of the Agency, as well as the flow of information between the Directorates of the Agency and must keep up to date on current and emerging advances in E communications, desktop publishing and intranet development.
* Developing and maintaining effective and constructive external relationships with DCJ Ministerial Media officers, Central Agencies, and the establishment of effective internal relationships with key areas of the Agency, particularly at senior levels.
* Ensuring the development and management of good media relations so that when a crisis occurs reliable and accurate information based on facts and current policies and procedures can be relayed to the press and understood by them.

# Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Director and Executive Director | For advice, guidance and to discuss complex communication and media issues |
| Senior Executive and Managers within Youth Justice NSW | To develop communication strategies relating to internal and external communication and media issues |
| Corporate Communications | For advice, guidance and coordination of Department wide communication strategies and media responses |
| **External** |  |
|  |  |
| Department of Communities and Justice | Ongoing representation of the Division on corporate planning working groups |
| Other government and non-government agencies | Providing reliable and accurate factual information regarding media inquiries |

# Role dimensions

## Decision making

The occupant will often be the contact point for the Executive Director on media matters and officers from other Agencies and/or principals of external organisations on external relations, requiring the position holder to make a decision on the appropriate information channel within the Agency.

## Reporting line

The role reports to the Director, Strategy and Engagement.

## Direct reports

2 direct reports.

## Budget/Expenditure

Nil.

# Key knowledge and Experience

Understanding and knowledge of the significant trauma and disadvantage young people experience. Display key understanding of the unique sensitive, cultural differences and social complexities of young people, their families and communities.

# Essential requirements

* Tertiary qualifications in management/business/marketing/communications or equivalent experience.
* Current NSW Working with Children Check clearance.

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** | |
|  | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | * Model the highest standards of ethical and professional behaviour and reinforce their use * Represent the organisation in an honest, ethical and professional way and set an example for others to follow * Promote a culture of integrity and professionalism within the organisation and in dealings external to government * Monitor ethical practices, standards and systems and reinforce their use * Act promptly on reported breaches of legislation, policies and guidelines | | | Advanced |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | * Articulate complex concepts and put forward compelling arguments and rationales to all levels and types of audiences * Speak in a highly articulate and influential manner * State the facts and explain their implications for the organisation and key stakeholders * Promote the organisation’s position with authority and credibility across government, other jurisdictions and external organisations * Anticipate and address key areas of interest for the audience and adapt style under pressure | | | Highly Advanced |
|  | **Influence and Negotiate**  Gain consensus and commitment from others, and resolve issues and conflicts | * Influence others with a fair and considered approach and present persuasive counter-arguments * Work towards mutually beneficial ‘win-win’ outcomes * Show sensitivity and understanding in resolving acute and complex conflicts and differences * Identify key stakeholders and gain their support in advance * Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise * Anticipate and minimise conflict within the organisation and with external stakeholders | | | Advanced |
|  | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | * Seek and apply the expertise of key individuals to achieve organisational outcomes * Drive a culture of achievement and acknowledge input from others * Determine how outcomes will be measured and guide others on evaluation methods * Investigate and create opportunities to enhance the achievement of organisational objectives * Make sure others understand that on-time and on-budget results are required and how overall success is defined * Control business unit output to ensure government outcomes are achieved within budgets * Progress organisational priorities and ensure that resources are acquired and used effectively | | | Advanced |
|  | **Think and Solve Problems**  Think, analyse and consider the broader context to develop practical solutions | * Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues * Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others * Take account of the wider business context when considering options to resolve issues * Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements * Implement systems and processes that are underpinned by high- quality research and analysis * Look for opportunities to design innovative solutions to meet user needs and service demands * Evaluate the performance and effectiveness of services, policies and programs against clear criteria | | | Advanced |
|  | **Technology**  Understand and use available technologies to maximise efficiencies and effectiveness | * Identify opportunities to use a broad range of technologies to collaborate * Monitor compliance with cyber security and the use of technology policies * Identify ways to maximise the value of available technology to achieve business strategies and outcomes * Monitor compliance with the organisation’s records, information and knowledge management requirements | | | Adept |
|  | **Project Management**  Understand and apply effective planning, coordination and control methods | * Prepare and review project scope and business cases for projects with multiple interdependencies * Access key subject-matter experts’ knowledge to inform project plans and directions * Design and implement effective stakeholder engagement and communications strategies for all project stages * Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning * Develop effective strategies to remedy variances from project plans and minimise impact * Manage transitions between project stages and ensure that changes are consistent with organisational goals * Participate in governance processes such as project steering groups | | | Advanced |
|  | **Manage and Develop People**  Engage and motivate staff, and develop capability and potential in others | * Refine roles and responsibilities over time to achieve better business outcomes * Recognise talent, develop team capability and undertake succession planning * Coach and mentor staff and encourage professional development and continuous learning * Prioritise addressing and resolving team and individual performance issues and ensure that this approach is cascaded throughout the organisation * Implement performance development frameworks to align workforce capability with the organisation’s current and future priorities and objectives | | | Advanced |

# 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 | Advanced |
| 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 | Adept |
| Relationships logo |  |  |  |
| Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Advanced |
| Work Collaboratively | Collaborate with others and value their contribution | Advanced |
| Results logo |  |  |  |
| Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Advanced |
| 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 | Adept |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Adept |
| People Management logo |  |  |  |
| Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Adept |
| Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Adept |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Adept |