

Role Description

Manager Communications & Engagement



Role Description Fields	Details
Department/Agency	NSW Reconstruction Authority
Division/Branch/Unit	Coordination & Engagement/ Communications & Engagement
Role number	Various
Classification/Grade/Band	Clerk Grade 11/12
OSCA Code	149999
PCAT Code	1221415
Date of Approval	6/12/2023
Agency Website	https://www.nsw.gov.au/departments-and-agencies/nsw-reconstruction-authority

Agency overview

The NSW Reconstruction Authority (RA) is an executive agency within the Premier's Department, established to strengthen the State's capability to anticipate, withstand, and recover from disasters.

The RA plays a central leadership role in shaping how New South Wales prepares for and responds to disruptive events. This includes driving strategic planning and preparedness across government, industry, and communities to reduce disaster risk and minimise impacts before they occur.

In the aftermath of disasters, the RA leads the coordination of recovery and reconstruction efforts, ensuring rapid mobilisation, clear accountability, and alignment across agencies and stakeholders. The Authority works to restore communities efficiently and effectively, while embedding resilience to support faster, more sustainable recovery for New South Wales.

Primary purpose of the role

The Manager, Communication and Engagement leads the branding and marketing campaigns and provides support and coordination for community engagement programs to work towards deepening the connections with the community and stakeholders.

Key accountabilities

- Plan and lead the implementation of integrated community and stakeholder engagement strategies, programs and initiatives to understand key concerns and issues and build consensus, trust and results with stakeholders, including government, industry, community, staff and other stakeholders
- Develop a forward-looking strategic communications plan for the whole Authority, including announcements and issues and lead the implementation and evaluation of the plan, associated programs, projects and initiatives in line with the Authority's vision, goals and direction

Support other functions with the development and identification of best practice communications and engagement strategies, guided by data and research, and encourage use to strength staff capabilities, systems and tools for community engagement
Work collaboratively with engagement teams across the Authority to ensure a coordinated and consistent approach to public communications, marketing communications and stakeholder engagement
Showcase the work of the Authority through a range of engaging formats and build a program of external engagement activities, events and communications materials
Provide advice to the executive leadership team on emerging trends and issues to support strategic decision processes and issues responses

Key challenges

Manage complex and sensitive issues, often under tight timeframes, to ensure effective stakeholder engagement and project implementation
Design and execute knowledge brokering to a wide range of impacted stakeholders and communities
Develop collaborative working relationships and an effective network of both internal and external stakeholders to ensure genuine and productive relationships and partnerships

Key relationships

Internal

Who	Why
Director	- Receive advice and report on progress towards business objectives and discuss future directions. - Provide expert advice and contribute to decisive decision making and identify emerging issues/risks and their implications and propose solutions.
Work team	- Inspire and motivate, provide leadership and support - Share ideas and information and work collaboratively to enhance team outcomes
Divisional staff	- Inspire and motivate, provide leadership and support - Share ideas and information and work collaboratively to enhance team outcomes

External

Who	Why
Government and public sector	- Ensure the Authority's strategic service delivery outcomes are advanced by maintaining effective, collaborative relationships and partnerships with other NSW Government stakeholders - Share information and learnings to continuously improve public sector performance - Liaise and keep informed of Government central decisions and seek information to incorporate into Agency operations

Who	Why
Non-government, business and industry and community sectors	Foster effective, collaborative relationships and partnerships with other stakeholders to facilitate the exchange of information and to maintain positive relationships
Vendors/Service Providers	- Engage service delivery in accordance with contractual arrangements - Consult, give and obtain information, negotiate required outcomes and timeframes and develop and maintain ongoing working relationships and networks.

Ministerial

Who	Why
Minister's Office and staff	Foster effective, collaborative relationships and partnerships with other stakeholders to facilitate the exchange of information and to maintain positive relationships

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Executive. It refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the Director.

Reporting line

Director Communications & Engagement

Direct reports

Up to 3 direct reports

Budget/Expenditure

Financial Delegation: As per agency financial delegations.

Administrative Delegation: As per agency delegations' manual.

Key knowledge and experience

- Substantial experience of managing communications in a complex multifaceted politically and media sensitive environment.

Essential requirements

- Relevant tertiary qualifications in communications, public relations or journalism or relevant/demonstrated equivalent experience

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.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	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 encourage others to do the same - Set an example for others to follow by representing your organisation in an honest, ethical and professional way - Promote a culture of integrity and professionalism within your organisation and when dealing with external organisations - Reinforce and monitor the use of ethical practices, standards and systems - Promote practices and systems that create a workplace culture that values high ethical standards and behaviour	Advanced
 Relationships	Communicate Effectively Communicate clearly, pay attention 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 - Communicate in a highly articulate and influential way - Communicate the facts and explain their implications for your organisation and key stakeholders - Promote your organisation's position with credibility across government, other jurisdictions and external organisations - Anticipate and address key areas of interest for your audience and adapt under pressure	Highly Advanced
 Relationships	Work Collaboratively Collaborate with others and value their contribution	- Recognise when effective collaboration between teams leads to achieving outcomes - Communicate with others in your organisation and across government to improve information sharing and collaboration - Facilitate opportunities to collaborate with stakeholders to develop solutions together	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
		- Network widely across government and other organisations to increase opportunities to collaborate - Encourage others to use appropriate ways and tools to collaborate, including digital technology - Encourage diverse cultural perspectives in developing strong team relationships	
 Relationships	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	- Influence others with a fair and thoughtful approach and present persuasive counter arguments - Work towards mutually beneficial, win-win outcomes - Show sensitivity and understanding when resolving serious and complex conflicts and differences - Identify key stakeholders and gain their support in advance - Negotiate from a clear position, based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise - Anticipate and minimise conflict within your organisation and with external stakeholders - Use evidence, including data insights, to create persuasive stories	Advanced
 Results	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	- Understand the links between the business unit, your organisation and the whole-of-government agenda - Ensure business plan goals are clear and appropriate and include contingency provisions - Monitor how initiatives are progressing and adjust them as needed - Anticipate, assess and respond appropriately to the impact of changes, including government policy and economic conditions, on business plans and initiatives - Consider the implications of a wide range of complex issues and shift business priorities when necessary - Support and lead your organisation through change, and evaluate processes and outcomes to inform future planning	Advanced
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	Undertake objective, critical analysis to reach accurate conclusions that recognise and manage contextual issues	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
Results		• Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Consider the wider business context when thinking about options to resolve issues • Explore a range of possibilities and creative alternatives to improve systems, processes and business practices • Put systems and processes in place that are supported by high-quality research and analysis • Look for opportunities to design innovative solutions to meet customers' needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria	
 Business Enablers	Project Management Understand and use effective ways to plan, coordinate and control projects	• Prepare and review project scope and business cases for projects with multiple interdependencies • Use key subject matter experts' knowledge to inform project plans and directions • Design and implement effective stakeholder communication strategies for all project stages • Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning • Develop strategies to correct projects if they vary from their plans • Manage transitions between project stages and ensure any changes to projects are consistent with organisational goals • Participate in governance processes, such as project steering groups	Advanced
 People Management	Manage and Develop People Engage with and motivate staff, and develop their capability and potential	• Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes • Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the effects of bias when managing team members • Seek feedback about your management capabilities and develop strategies to improve on them	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		- Address and resolve team and individual performance issues, including unsatisfactory performance, promptly and effectively - Monitor and report on team performance in line with established performance development frameworks - Develop positive relationships to ensure cultural safety and trust between team members	

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify 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
 Personal Attributes	Display Resilience & Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
 Personal Attributes	Manage Self	Be persistent, self-reflect and commit to learning	Adept
 Personal Attributes	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept

Capability group/sets	Capability name	Description	Level
 Results	Deliver Results	Achieve results by using resources efficiently and committing to quality outcomes	Adept
 Results	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to get value for money and minimise financial risk	Intermediate
 Business Enablers	Technology	Understand and use available technology to maximise efficiencies and effectiveness	Adept
 Business Enablers	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
 People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept

Capability group/sets	Capability name	Description	Level
 People Management	Manage Reform and Change	Support and champion change, and help others to engage with change	Adept