

Role Description

Director Customer Engagement



Cluster	Planning, Housing and Infrastructure
Agency	NSW Reconstruction Authority
Division/Branch/Unit	Adaptation, Mitigation and Reconstruction NR Adaptation Customer Engagement
Role Number	50039071
Classification/Grade/Band	Band 1
ANZSCO Code	139999
PCAT Code	3119192
Date of Approval	September 2024
Agency Website	www.nsw.gov.au/departments-and-agencies/nsw-reconstruction-authority

Agency overview

The NSW Reconstruction Authority (the Authority) is a statutory corporation within Planning, Housing and Infrastructure. The Authority will improve how NSW plans for disasters and help communities to recover from them faster.

To reduce the severity and impacts of disasters, the Authority will complete critical planning and preparation with communities, businesses, and government. When disaster does strike, we will get recovery started swiftly and coordinate reconstruction efforts across agencies, communities, and other stakeholders.

Primary purpose of the role

The Director Customer Engagement leads the planning and engagement with the community, to support the progression of Northern Rivers Adaptation programs. The role will lead the delivery of high-quality engagement across the community to ensure resilient housing, resilient lands and relocation measures are delivered to support local communities. The Director Customer Engagement will also have a key role formulating and implementing policy to improve program outcomes for the community.

Key accountabilities

- Lead a customer engagement team to support the delivery of Northern Rivers Adaptation programs. Establishing clear directions, goals and performance standards to target service delivery commitments and outcomes.
- Drive the design and implementation of a common methodology, standards, tools and processes to facilitate successful program delivery.
- Identify customer and stakeholder needs and ensure the delivery of high-quality customer service by establishing and monitoring customer service standards.
- Identify and define the major strategic risks for the organisation and integrate diverse stakeholder interests to inform the development and prioritisation of project initiatives to proactively mitigate risks.

- Provide evidence-based advice on program issues and develop and implement innovative practices, tools and processes to support delivery of programs and timely resolution of complex stakeholder matters.
- Lead the development and implementation of policy to improve program outcomes and ensure community needs are appropriately considered.
- Lead the planning and delivery of customer engagement including timely resolution of issues and the operation of multiple service outlets to support homeowner enquiries.
- Lead engagement, develop and maintain influential relationships across federal, state and local government, key partners and the community.

Key challenges

- Effectively managing a range of customer and stakeholder interfaces, sensitivities, relationships and competing interests in order to achieve positive community outcomes.
- Achieving co-operation, compliance and engagement with multiple stakeholders in a high-profile environment of conflicting interests and opinions.
- Delivering accelerated results, certainty and stakeholder alignment for critical and high-profile Northern Rivers programs.

Key relationships

Who	Why
Ministerial	
Ministers, Minister's Officer, other Ministerial Offices	<ul style="list-style-type: none"> • Provide advice to brief Ministers and Ministerial Offices with regard to policy positions. • Steward policy and associated implementation actions through Cabinet processes.
Internal	
Executive Director	<ul style="list-style-type: none"> • Act as subject matter expert and provide advice and recommendations to influence organisational decisions and initiatives • Support in the provision of strategic evidence-based advice and recommendations to the Minister and Cabinet • Communicate information related to outcomes against finance/budgets, performance measures and resources • Inform of major, new or emerging issues and recommend new approaches, strategies, practices, solutions, options and responses aligned with a robust governance and risk framework
Executive team	<ul style="list-style-type: none"> • Develop productive and collaborative working relationships • As the principle program reference point, clarify program accountabilities and communicate performance standards • Contribute to strategic planning processes to inform and ensure integrated program delivery and outcomes and provide expert advice to impact decisions and support initiatives

Who	Why
Direct Reports	<ul style="list-style-type: none"> Engage in program/service review to continually improve outcomes Inspire and motivate, provide direction and manage performance Provide clarity on strategic direction and goals, motivate a performance driven team culture and evaluate outcomes and achievements Drive effective planning and decision making
External	
Government, public sector, nongovernment, industry and community sectors	<ul style="list-style-type: none"> Establish and maintain relationships with key stakeholders to optimise engagement, consultation, negotiation and facilitation of policy alignment, implementation and response Participate in the coordination of a whole-of-government approach between key NSW government stakeholders, Manage effective relationships, establish strategic partnerships and networks with key government stakeholders, and ensure the successful delivery of whole-of-government initiatives
Service Providers	<ul style="list-style-type: none"> Negotiate and approve contracts and service level agreements Manage contracts and outsourced providers, monitor provision of service to ensure compliance with contracts and service arrangements

Role dimensions

Decision making

- Makes decisions regarding the day to day operations of the unit, within the parameters of the agreed budget and business plan and delegations.
- Refers to the Executive Director only those decisions that involves a significant change to government policy, changes in the organisational structure of the Branch, or which require a higher delegation or approval.

Reporting line

Executive Director, Northern Rivers Adaptation

Direct reports

Three direct reports

Budget/Expenditure

Financial Delegation: As per agency financial delegations

Administrative Delegation: As per delegations' manual.

Key knowledge and experience

- Understanding of community, social, political and environmental issues associated within the remit of the NSW Reconstruction Authority.
- Extensive experience in community and stakeholder engagement and complex issues resolution.

Essential requirements

- Tertiary qualifications in Business Management, Communications and/or Commerce.
- All-encompassing experience in senior, community and stakeholder engagement, policy roles.
- Extensive experience in a fast paced, dynamic environment with proven ability to manage multiple projects and change activities.
- Demonstrated understanding of customer service principles and practices.

Capabilities for the role

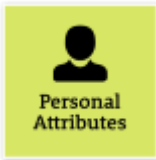

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for 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
 Personal Attributes	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • 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
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • 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 	Highly Advanced


FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> 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 	
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience Ensure systems are in place to capture customer service insights to improve services Initiate and develop partnerships with customers to define and evaluate service performance outcomes Promote and manage alliances within the organisation and across the public, private and community sectors Liaise with senior stakeholders on key issues and provide expert and influential advice Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches Ensure that the organisation's systems, processes, policies and programs respond to customer needs 	Advanced
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> Recognise outcomes achieved through effective collaboration between teams Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions Network extensively across government and organisations to increase collaboration Encourage others to use appropriate collaboration approaches and tools, including digital technologies 	Advanced
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> Engage in a range of approaches to generate solutions, seeking expert inputs and advice to inform negotiating strategy Use sound arguments, strong evidence and expert opinion to influence outcomes 	Highly Advanced

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> Determine and communicate the organisation's position and bargaining strategy Represent the organisation in critical and challenging negotiations, including those that are cross-jurisdictional Achieve effective solutions when dealing with ambiguous or conflicting positions Anticipate and avoid conflict across organisations and with senior internal and external stakeholders Identify contentious issues, direct discussion and debate, and steer parties towards an effective resolution 	
	<p>Think and Solve Problems</p> <p>Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> 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
	<p>Finance</p> <p>Understand and apply financial processes to achieve value for money and minimise financial risk</p>	<ul style="list-style-type: none"> Apply a thorough understanding of recurrent and capital financial terminology, policies and processes to planning, forecasting and budget preparation and management Identify and analyse trends, review data and evaluate business options to ensure business cases are financially sound Assess relative cost benefits of various purchasing options Promote the role of sound financial management and its impact on organisational effectiveness 	Advanced

FOCUS CAPABILITIES

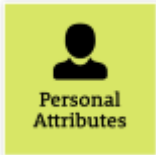
Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> Obtain specialist financial advice when reviewing and evaluating finance systems and processes Respond to financial and risk management audit outcomes, addressing areas of non-compliance in a timely manner 	
	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> 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 influences of bias when managing team members Seek feedback on own management capabilities and develop strategies to address any gaps Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way Monitor and report on team performance in line with established performance development frameworks 	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 are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES

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	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
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Advanced

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Highly Advanced
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	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	Adept
	Project Management	Understand and apply effective planning, coordination and control methods	Advanced
 People Management	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