

ROLE DESCRIPTION

Media Liaison Officer

Cluster	Stronger Communities	
Department	Department of Communities and Justice	
Division/Branch/Unit	Corrective Services NSW, Strategic Policy & Planning, Communications & Media Unit	
Location	Sydney CBD	
Classification/Grade/Band	Clerk Grade 9/10	
Role Number	Various	
ANZSCO Code	225311	
PCAT Code	2111492	
Date of Approval	20 February 2020	Ref: CS0348
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.

Agency overview

The Department of Communities and Justice (DCJ) is the lead agency under the Stronger Communities Cluster. 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. Stronger Communities is focussed on achieving safe, just, inclusive and resilient communities by providing services that are effective and responsive to community needs.

Primary purpose of the role

The role of Media Liaison Officer is to independently manage stakeholders and complex and sensitive media and communications for and on behalf of CSNSW.

Key accountabilities

- Manage and compose responses to media queries following thorough analysis of information sourced from appropriate sources in CSNSW; assess its accuracy and content; prepare reliable responses for review by senior executive, and where required formal sign off by the Commissioner and / or the Minister.
- In the context of the interests of CSNSW, provide authoritative recommendations for promoting organisational initiatives, including appropriate media strategies, identifying the relevant target audiences.
- Foster strong communication with and manage relationship with a variety of media organisations, external and internal key stakeholders, including the Minister's media advisor, to ensure the flow of information and to assess information relevant to CSNSW.
- Act as a departmental spokesperson when dealing with the media.

- Manage on a project basis the organization of media events, press conferences and announcements; monitor and report on impact, providing subsequent information as necessary to the senior management.
- Manage, review and update content of the Department of Communities and Justice website and the CSNSW intranet and assist with the provision of material for Department of Communities Justice social media.

Key challenges

- Being able to identify the most appropriate stakeholders, and to collect and analyse information for composing succinct responses not likely to impact on the organisation’s public image.
- Responding to critical media coverage in an accurate and timely manner.
- Being on call and operating in a complex, unpredictable and sensitive environment, open to public scrutiny.

Key relationships

Who	Why
Internal	
Commissioner	<ul style="list-style-type: none"> • Commissioner – being the central source of information within CSNSW and approves all releases of information.
Director, Media & Communications	<ul style="list-style-type: none"> • For reporting, leadership, guidance and advice. • Professional development and feedback
All senior Executive	<ul style="list-style-type: none"> • To obtain information.
Staff within CSNSW	<ul style="list-style-type: none"> • For clarifications and provision of information to be included in the media releases.
Police NSW	<ul style="list-style-type: none"> • To exchange information of common interest and for liaising on media strategies.
External	
Minister's Office - Media Advisor	<ul style="list-style-type: none"> • Maintain close liaison with the Minister's Office who set direction for media strategies and release of information.
Media	<ul style="list-style-type: none"> • Media coverage of the activities of CSNSW has great capacity to support and to damage the organisation. Therefore it requires effective management.

Role dimensions

Decision making

The role of Media Liaison Officer operates fairly autonomously in relation to the core responsibility of the role. It decides what to do and how to do it with minimal supervision. Owing to the sensitivity of the subject matter, the final decision for media releases must remain at the peak level, albeit based on this role’s well considered and strong recommendations for content of the media releases; application and administration of the most appropriate media strategy.

Reporting line

Director, Media & Communications

Direct Reports

Nil

Budget

Nil

Essential requirements

A current driver's licence and preparedness to drive a vehicle in the course of performing the role.

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](#) 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	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations 	Adept
 Personal Attributes	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour 	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints 	Advanced





FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats 	
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for 	Adept
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> • 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	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	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	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	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	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate