

Role Description

Strategic Communications Advisor



Cluster	Department of Climate Change, Energy, The Environment & Water
Agency	Department of Climate Change, Energy, Environment & Water
Division/Branch/Unit	Office of the Secretary / Communications & Engagement / Implementation Team
Location	Various
Role number	TBA
Classification/Grade/Band	Environment Officer Class 9
ANZSCO Code	131114
PCAT Code	1221492
Date of Approval	28/10/24
Agency Website	www.dcceew.nsw.gov.au

Ensuring a sustainable NSW through climate change and energy action, water management, environment and heritage conservation and protection.

Who we are

The NSW Department of Climate Change, Energy, the Environment and Water (DCCEEW) works to protect the state's environment and heritage. It leads the way on climate change, driving the sustainable transition to a net zero economy, powered by affordable, reliable, and clean energy.

DCCEEW conserves and protects the state's natural environment. It manages the NSW national park estate, including its rich and diverse biodiversity and Aboriginal cultural heritage for future generations.

DCCEEW also ensures sustainable management of water resources across the state, to support the environment, communities and industry.

We acknowledge the ongoing custodial responsibilities of the Aboriginal peoples of NSW to care for Country and water and are committed to establishing meaningful partnerships with Aboriginal peoples in the management of the environment.

Primary purpose of the role

Responsible for the development, design and delivery of employee communications to drive engagement, change and inform about organisational developments.

Provide expert advice to internal stakeholders on the effective use of internal communication channels and implement internal engagement initiatives to support DCCEEW's strategy, policy and planning programs.

Key accountabilities

- Develop, implement and evaluate innovative internal communications and engagement strategies to support DCCEEW's business needs.

- Develop and implement a range of engagement tools and techniques, such as events, forums, webinars, workshops, briefings, surveys and other online tools.
- Work closely with the business units and internal service providers to identify opportunities for innovative and engaging content and tools that encourages cross-organisational communications and collaboration
- Ensure internal communications align with the wider DCCEEW policies.
- Maintain strong relationships and collaborate with the business units, in particular People and Culture and senior executives to support the successful delivery of internal communications and engagement programs
- Draft and edit a high standard of written material within tight timeframes and provide coaching and support to staff to draft written material.

Key challenges

- Developing content and communication tools for a variety of services which meets individual business needs, delivers on individual program goals and meets the overall strategic and operational needs of DCCEEW.
- Maintaining current knowledge across a fast-paced technology, web and communications field on the latest content development and communications trends and techniques to effectively engage staff and promote the services and resources of DCCEEW.

Key relationships

Who	Why
Internal	
Manager/Supervisor	<ul style="list-style-type: none"> • Prepare complex and sensitive material and related documents for review by management and submission to the Director and Chief Executive. • Receive broad guidance on strategic requirements and provide advice to manage internal communication requirements.
Internal stakeholders	<ul style="list-style-type: none"> • Develop and maintain cooperative and productive working relationships with key internal contacts, including the DPE cluster to achieve a strategic and coordinated approach to work.
External	
Stakeholders	<ul style="list-style-type: none"> • Develop relationships with key external contacts including service providers to proactively respond to communication matters as they arise.

Role dimensions

Decision making

The Strategic Communications Advisor operates with autonomy within parameters determined in conjunction with the Manager and Executive Director. The Strategic Communications Advisor applies sound judgement and decision making in referring matters which may be considered contentious and/ or sensitive and require escalation to Executives.

Reporting line

TBC

Direct reports

No direct reports.

Budget/Expenditure

As per project allocated.

Key knowledge and experience

- Experience in the development and delivery of internal communication, and digital services to promote services and resources and to assist in effective communication and issues management in a complex, geographically dispersed organisation.

Essential requirements

- Tertiary qualifications in communications, web technologies, content design and management or a related field and/ or demonstrated management experience in a similar position.
- Change management experience desirable but not essential.

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	<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 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

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Relationships</p>	<p>Communicate Effectively</p> <p>Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<ul style="list-style-type: none"> • 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
 <p>Relationships</p>	<p>Work Collaboratively</p> <p>Collaborate with others and value their contribution</p>	<ul style="list-style-type: none"> • Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services 	Adept
 <p>Results</p>	<p>Deliver Results</p> <p>Achieve results through the efficient use of resources and a commitment to quality outcomes</p>	<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


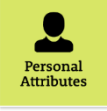
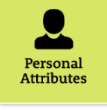
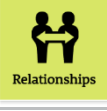
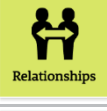

Capability group/sets	Capability name	Behavioural indicators	Level
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> • Understand the team and unit objectives and align operational activities accordingly • Initiate and develop team goals and plans, and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environments 	Intermediate
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> • 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	<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
	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






Capability group/sets	Capability name	Behavioural indicators	Level
 <p>People Management</p>	<p>Optimise Business Outcomes Manage people and resources effectively to achieve public value</p>	<ul style="list-style-type: none"> Develop team and unit plans that consider team capabilities and strengths Plan and monitor resource allocation effectively to achieve team and unit objectives When planning resources, consider the attraction and retention of people of diverse cultures, backgrounds and experiences Ensure that team members work with a good understanding of business principles as they apply to the public sector context Participate in wider organisational workforce planning to ensure that capable resources are available 	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.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
 <p>Personal Attributes</p>	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
 <p>Personal Attributes</p>	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
 <p>Personal Attributes</p>	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 <p>Relationships</p>	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
 <p>Relationships</p>	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 <p>Results</p>	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept

Capability group/sets	Capability name	Description	Level
 Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
 Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
 People Management	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate