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| **Cluster** | Climate Change, Energy, the Environment and Water |
| **Agency** | Department of Climate Change, Energy, the Environment and Water |
| **Division/Branch/Unit** | Energy, Climate Change and Sustainability Group |
| **Role number** | TBC |
| **Classification/Grade/Band** | Environment Officer 10  |
| **ANZSCO Code** | 225311 |
| **PCAT Code** | 1111492 |
| **Date of Approval** | March 2024 (updated from February 2022; and April 2021) |
| **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

Lead a small team of marketing and communications specialists to develop, manage, implement and monitor marketing and communications strategies and plans across relevant Energy, Climate Change and Sustainability (ECCS) programs and stakeholder audiences.

Key accountabilities

* Develop and deliver customer-centric portfolio communications strategies against the customer-centric framework to promote the NSW Government’s climate change and net zero emissions policy agenda.
* Develop and deliver customer-centric tactical marketing and communications plans across relevant ECCS programs and audiences, including identifying and managing suppliers.
* Embed and evolve the customer-centric marketing and communications framework (including priority audiences, channel insights, customer personas and journey profiles) into all activity.
* Identify and lead research and development of strategic messages, content and channels to program customers to inform and improve the accessibility of strategies, plans and campaigns.
* Define requirements for, monitor and apply insights from, marketing and communications analysis to determine effectiveness and revise as required.
* Build and maintain strong relationships with internal and external stakeholders to identify and leverage multi-agency and partnership marketing and communications activities to achieve strategic objectives.
* Provide support for relevant climate change and net zero emissions executives, committees and working groups, including providing specialist information, guidance and advice.

Key challenges

* Developing and evolving an understanding of the complementary relationships between complex programs, customers and audiences to ensure efficient and effective customer-centred execution.
* Developing and maintaining effective internal and external relationships and networks for the successful delivery of timely, accurate and engaging customer-centred marketing and communications strategies and plans.
* Operating in a complex and dynamic environment, requiring close attention to deliverables and the capacity to manage workload with competing priorities and diverse stakeholder needs, while delivering to the required quality standards and targets. Maintaining skills and knowledge of best practice, emerging trends, research and technologies in media, marketing and communications to effectively deliver objectives and outcomes.

Key relationships

| Who |  Why |
| --- | --- |
| **Internal** |  |
| Manager/Supervisor | * Receive and seek guidance and support and exchange information.
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| Direct Reports | * Ensure activity is well planned, delivered on time, customer-focused, professional and consistent.
* Support professional development.
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| Colleagues | * Collaborate with immediate and wider support team to identify, enhance and co-deliver support activities to meet portfolio and program objectives.
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| Stakeholders | * Engage with program delivery teams to build an in depth understanding of their objectives, delivery activities and support requirements.
* Collaborate with relevant stakeholders to tell compelling stories of portfolio and program impact, and ensure new and existing customers access more opportunities that meet their needs.
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| **External** |  |
| Stakeholders | * Negotiate and liaise with a variety of suppliers, partners and stakeholders to enable the timely delivery of business initiatives.
* Liaise with stakeholders within designated responsibility on current and future marketing and communications strategies, activities and content to meet legislative requirements and achieve NSW government objectives.
* Represent the Department on relevant issues at relevant meetings, committees and conferences.
* Provide advice to senior officers within/outside the organisation and maintain a network with State and Local Government, industry and the community on climate change and net zero emissions marketing and communications issues.
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# Role dimensions

## Decision making

The Senior Communications Advisor:

* works with limited supervision and guidance to achieve agreed priorities and commitments
* supports their Manager and colleagues to deliver tasks on time, within budget and to a high standard
* must consult with their Manager on significant issues or conflicts arising during work performed
* advises on and operates within legislative and regulatory provisions, public sector frameworks, Department strategic and business plans, policies, delegations, budget and resource parameters

## Reporting line

The Senior Communications Advisor reports to the Senior Team Leader – Marketing and Communications.

## Direct Reports

The Senior Communications Advisor can have up to 5 direct reports.

## Budget/Expenditure

As per delegations.

Key knowledge and experience

* Demonstrated experience providing thought-leadership and collaboration, partnering with colleagues, stakeholders and customers, providing exceptional customer service delivery.
* Experience leading small teams.
* Demonstrated experience advising and influencing senior internal stakeholders.

Essential requirements

* Tertiary qualifications in communications or other relevant discipline and/or equivalent relevant experience

# 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 |
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| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level**  |
|  | **Manage Self**Show drive and motivation, an ability to self-reflect and a commitment to learning | Keep up to date with relevant contemporary knowledge and practicesLook for and take advantage of opportunities to learn new skills and develop strengthsShow commitment to achieving challenging goalsExamine and reflect on own performanceSeek and respond positively to constructive feedback and guidanceDemonstrate and maintain a high level of personal motivation | Adept |
|  | **Communicate Effectively**Communicate clearly, actively listen to others, and respond with understanding and respect | Present with credibility, engage diverse audiences and test levels of understandingTranslate technical and complex information clearly and concisely for diverse audiencesCreate opportunities for others to contribute to discussion and debateContribute to and promote information sharing across the organisationManage complex communications that involve understanding and responding to multiple and divergent viewpointsExplore creative ways to engage diverse audiences and communicate informationAdjust style and approach to optimise outcomesWrite fluently and persuasively in plain English and in a range of styles and formats | Advanced |
| **Work Collaboratively**Collaborate with others and value their contribution | Encourage a culture that recognises the value of collaborationBuild cooperation and overcome barriers to information sharing and communication across teams and unitsShare lessons learned across teams and unitsIdentify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to workActively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services | Adept |
| **Influence and Negotiate**Gain consensus and commitment from others, and resolve issues and conflicts | Negotiate from an informed and credible positionLead and facilitate productive discussions with staff and stakeholdersEncourage others to talk, share and debate ideas to achieve a consensusRecognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomesInfluence others with a fair and considered approach and sound argumentsShow sensitivity and understanding in resolving conflicts and differencesManage challenging relationships with internal and external stakeholdersAnticipate and minimise conflict | Adept |
|  | **Deliver Results**Achieve results through the efficient use of resources and a commitment to quality outcomes | Use own and others’ expertise to achieve outcomes, and take responsibility for delivering intended outcomesMake sure staff understand expected goals and acknowledge staff success in achieving theseIdentify resource needs and ensure goals are achieved within set budgets and deadlinesUse business data to evaluate outcomes and inform continuous improvementIdentify priorities that need to change and ensure the allocation of resources meets new business needsEnsure that the financial implications of changed priorities are explicit and budgeted for | Adept |
| **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 issuesWork through issues, weigh up alternatives and identify the most effective solutions in collaboration with othersTake account of the wider business context when considering options to resolve issuesExplore a range of possibilities and creative alternatives to contribute to system, process and business improvementsImplement systems and processes that are underpinned by high-quality research and analysisLook for opportunities to design innovative solutions to meet user needs and service demandsEvaluate the performance and effectiveness of services, policies and programs against clear criteria | Advanced |
|  | **Project Management**Understand and apply effective planning, coordination and control methods | Understand all components of the project management process, including the need to consider change management to realise business benefitsPrepare clear project proposals and accurate estimates of required costs and resourcesEstablish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirementsIdentify and evaluate risks associated with the project and develop mitigation strategiesIdentify and consult stakeholders to inform the project strategyCommunicate the project’s objectives and its expected benefitsMonitor the completion of project milestones against goals and take necessary actionEvaluate progress and identify improvements to inform future projects | Adept |
|  | **Manage and Develop People**Engage and motivate staff, and develop capability and potential in others | Collaborate to set clear performance standards and deadlines in line with established performance development frameworksLook for ways to develop team capability and recognise and develop individual potentialBe constructive and build on strengths by giving timely and actionable feedbackIdentify and act on opportunities to provide coaching and mentoringRecognise performance issues that need to be addressed and work towards resolving issuesEffectively support and manage team members who are working flexibly and in various locationsCreate a safe environment where team members’ diverse backgrounds and cultures are considered and respectedConsider feedback on own management style and reflect on potential areas to improve | 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 |
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| **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 | Adept |
| Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Adept |
| Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
|  | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Adept |
|  | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
| Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
|  | 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 | Adept |
|  | Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Intermediate |
| Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Intermediate |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Intermediate |