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| **Cluster** | **Climate Change, Energy, the Environment and Water** |
| **Agency** | **Energy Corporation of NSW** |
| **Division/Branch/Unit** | **Planning & Communities** |
| **Location** | **Sydney CBD** |
| **Classification/Grade/Band** | **Clerk Grade 9/10** |
| **ANZSCO Code** | **232414** |
| **PCAT Code** | **1221492** |
| **Date of Approval** | **October 2024** |
| **Website** | **www.energyco.nsw.gov.au** |

**Who we are**

The Energy Corporation of NSW (EnergyCo) is a statutory corporation established under the Energy and Utilities Administration Act 1987 and governed by its Board, appointed by the Minister for Energy.  EnergyCo is a Staff Agency employing all EnergyCo staff and is a agency related to the Department of Climate Change, Energy, the Environment and Water (DCCEEW).

EnergyCo plays a pivotal role in the NSW Government’s Electricity Infrastructure Roadmap, which aims to transform the state’s electricity system into one that is cheap, clean, and reliable. As Infrastructure Planner under the Electricity Infrastructure Investment Act 2020, EnergyCo is responsible for leading the delivery of the State’s first five Renewable Energy Zones (REZs) and the first two priority transmission infrastructure projects (PTIPs), which are located in the Central-West Orana, New England, South West, Hunter-Central Coast, and Illawarra regions. We work closely with communities, investors, and industry to investigate, plan, recommend and coordinate generation, storage and network infrastructure projects.

Primary purpose of the role

The Strategic Communications Advisor Campaigns coordinates communications collateral, events and activities that are part of communications campaigns for EnergyCo. This role also prepares project plans and hands-on event support.

# Key accountabilities

* Develop and manage communications project plans in conjunction with the manager that are detailed, achievable and help implement EnergyCo’s communications strategy.
* Coordinate activities in regional and rural NSW, as part of major communications campaigns for EnergyCo that increase public awareness of the energy transition.
* Coordinate EnergyCo-hosted community events, including collaborating with partners, leading promotional activities and organising venues, catering, merchandise and exhibition stands.
* Liaise with Digital Communications to plan social media content and occasionally assist with photo and video shoots.
* Write and edit high quality and engaging communications content. This could include talking points, Ministerial briefs and media releases, copy for the website and social media, as well as proposals and presentation decks, fact sheets, newsletters and social media posts.
* Develop effective monitoring, reporting and evaluation to facilitate excellence in communications activities.
* Manage a budget, ensuring timely coordination of procurement requests, purchase orders, invoice payments and monthly acquittal of ongoing programs of work with service providers.

Key challenges

* Coordinating multiple effective communications activities under time pressure and prioritising competing work tasks.
* Maintaining a thorough and current understanding of issues across all REZ projects that may impact campaign deliverables.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| EnergyCo executives and leaders | * Support executives to ensure communication is strategic, current and relevant |
| Director, Community Engagement and Media | * Escalate project issues, keep informed, advise and receive instructions * Provide regular updates on key projects and programs, issues and priorities |
| Manager | * Receive guidance and provide regular updates on key projects, issues and priorities * Provide advice and contribute to decision making * Identify emerging issues/risks and their implications and propose solutions |
| Team members | * Actively contribute to the team's objectives and identified outcomes |
| Internal project partners | * Support collaboration, ensure key tasks are completed and partners are aware of their accountabilities for the timely delivery of project outcomes |
| **External** |  |
| Stakeholders | * Communicate approved and appropriate messages in a clear and consistent manner * Engage and consult based on agreed strategies |
| Vendors/Service Providers and Consultants | * Manage contracts and monitor provision of service to ensure compliance with contract and service arrangements * Consult, provide and obtain information, negotiate required outcomes and timeframes * Resolve and provide solutions to issues |

Role Dimensions

**Decision making**

* Has autonomy to manage tasks and projects and co-ordinates the program/project either individually or participates within teams and manages individual priorities and performance.
* Works with the Manager to embed consistent planning and performance monitoring and reporting throughout the Division

## Reporting line

Manager

## Direct reports

Nil

## Budget/Expenditure

Nil

Knowledge and experience

* Project management experience on communications campaigns and events

Essential requirements

* Tertiary qualifications in communications, and/or relevant experience
* Capacity and willingness to travel to regional locations, and to work outside of core business hours in the evening and on weekends.

# 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.

| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level** |
| --- | --- | --- | --- | --- |
|  | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | | Represent the organisation in an honest, ethical and professional way  Support a culture of integrity and professionalism  Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct  Recognise and report misconduct and illegal and inappropriate behaviour  Report and manage apparent conflicts of interest and encourage others to do so | Intermediate |
|  | **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 practices  Look for and take advantage of opportunities to learn new skills and develop strengths  Show commitment to achieving challenging goals  Examine and reflect on own performance  Seek and respond positively to constructive feedback and guidance  Demonstrate and maintain a high level of personal motivation | Adept |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | 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 |
|  | **Commit to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | | Focus on providing a positive customer experience  Support a customer-focused culture in the organisation  Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers  Identify and respond quickly to customer needs  Consider customer service requirements and develop solutions to meet needs  Resolve complex customer issues and needs  Cooperate across work areas to improve outcomes for customers | Intermediate |
|  | **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | | Consider the future aims and goals of the team, unit and organisation when prioritising own and others’ work  Initiate, prioritise, consult on and develop team and unit goals, strategies and plans  Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses  Ensure current work plans and activities support and are consistent with organisational change initiatives  Evaluate outcomes and adjust future plans accordingly | Adept |
|  | **Demonstrate Accountability**  Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | | Be proactive in taking responsibility and being accountable for own actions  Understand delegations and act within authority levels  Identify and follow safe work practices, and be vigilant about own and others’ application of these practices  Be aware of risks and act on or escalate risks, as appropriate  Use financial and other resources responsibly | Intermediate |
|  | **Project Management**  Understand and apply effective planning, coordination and control methods | | Prepare and review project scope and business cases for projects with multiple interdependencies  Access key subject-matter experts’ knowledge to inform project plans and directions  Design and implement effective stakeholder engagement and communications strategies for all project stages  Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning  Develop effective strategies to remedy variances from project plans and minimise impact  Manage transitions between project stages and ensure that changes are consistent with organisational goals  Participate in governance processes such as project steering groups | Advanced |

# 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.

| **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 |
|  | Value Diversity and Inclusion | | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
|  | Work Collaboratively | | Collaborate with others and value their contribution | Intermediate |
|  | Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Adept |
|  | Deliver Results | | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
|  | Think and Solve Problems | | Think, analyse and consider the broader context to develop practical solutions | Adept |
|  | 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 |