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| --- | --- |
| **Department** | Department of Climate Change, Energy, The Environment & Water |
| **Agency** | Environment Protection Authority |
| **Division/Branch/Unit** | Various |
| **Location** | Various |
| **Classification/Grade/Band** | Environment Officer Class 9 |
| **Role Number** | Generic |
| **PCAT Code** | 1229192 |
| **ANZSCO Code** | 225311 |
| **Date of Approval** | March 2023 |
| **Agency Website** | www.epa.nsw.gov.au |

# Agency overview

The NSW Environment Protection Authority is committed to a sustainable future as the environmental regulator for our state.

Our people are proud custodians of NSW’s natural environment. We partner with First Nations, regulated industries and the wider community to protect and restore our diverse ecosystems.

We bring our scientific expertise, experience and actions to inspire innovative solutions as we transition our state to a circular economy.

As we respond to urgent current issues, including a changing climate, we educate and support our stakeholders to create an environmentally healthy future.

# Primary purpose of the role

The Senior Communications Advisor contributes to the development of systems and processes for effective and efficient internal communication and issues management throughout EPA. The role also distributes and coordinates internal communications through the use of traditional methods as well as intranet applications and technologies to provide effective and efficient systems for use across the EPA.

# Key accountabilities

* Develop systems and standards for the management and planning of internal communication requirements and liaise with internal stakeholders to determine options and effective methods of communication for specific project needs
* Coordinate and collaborate with information technology staff on the effective use of intranet and online technologies including input to standards, content and other communication tools to meet the internal communication needs of the EPA
* Contribute to the development of new and/or improved systems and methods of communication through the analysis of current systems and development and implementation of new tools, systems and channels of communication which promote effective communication in a large and geographically diverse organisation
* Ensure systems and content developed for online channels meets the standards and requirements of the EPA and specific project requirements for the Branches and work collaboratively with Branches on internal communications and strategies which meet project needs
* Develop and coordinate the distribution of a range of internal communication products which may include the preparation of staff briefings, product/program launches, newsletters and bulletins together with the completion of background research and drafts for executive presentations, speeches, policy and/or program launches and advice on communication options for strategic issues management
* Research, analyse and develop communications options and methods covering digital, video and social media channels to provide a logical and informative communications solution for internal stakeholders. Monitor and evaluate these options to improve the intranet
* Manage the co-ordination of stakeholder diaries and room bookings providing guidance and preparation as needed for internal speakers for filming. This includes supporting the set up and filming for video and live streaming of speakers, executives and employees
* Effectively manage and update the internal communications event planner and content calendar for all channels and platforms for the division, Senior leadership team and editorial group stakeholders.

# Key challenges

* Developing and implementing effective communication standards, tools and channels within a geographically dispersed environment across the wide range of issues and interests covered by EPA
* Operating in a complex and dynamic environment, covering issues that are increasingly sensitive to the public and operating with a capacity to meet individual business needs and deadlines while delivering to the required quality standards and targets
* Maintaining skills and knowledge of contemporary trends, research, emerging technologies and best practice in communications systems, tools and methodologies including online delivery systems to effectively promote EPA programs, services, activities and initiatives.

# Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Receive broad guidance, exchange information and provide advice |
| Team Members | * Work collaboratively, exchange information |
| Stakeholders | * Establish and maintain working relations, exchange information and respond to enquiries |
| **External** |  |
| Stakeholders | * Establish and maintain working relations, exchange information and respond to enquiries |

# Role dimensions

## Decision making

The role is expected to operate with a high degree of autonomy in respect to their day to day work priorities and workload management within an agreed workplan and is accountable for the quality of advice provided to their supervisorand other key internal stakeholders.

## Reporting line

Reports to allocated Supervisor/Manager

## Direct reports

Nil.

## Budget/Expenditure

Nil.

# Key knowledge and experience

* Demonstrated expertise in the design and technical requirements for developing and managing content and information through the use of intranet and online channels to promote effective organisational communication.

## 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** |
| personal-attributes | **Manage Self**  Show drive and motivation, an ability to self-reflect and a commitment to learning | Adapt existing skills to new situations  Show commitment to achieving work goals  Show awareness of own strengths and areas for growth, and develop and apply new skills  Seek feedback from colleagues and stakeholders  Stay motivated when tasks become difficult | Intermediate |
| relationships | **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 |
| relationships | **Influence and Negotiate**  Gain consensus and commitment from others, and resolve issues and conflicts | Use facts, knowledge and experience to support recommendations  Work towards positive and mutually satisfactory outcomes  Identify and resolve issues in discussion with other staff and stakeholders  Identify others’ concerns and expectations  Respond constructively to conflict and disagreements and be open to compromise  Keep discussions focused on the key issues | Intermediate |
| results | **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | 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 |
| business-enablers | **Technology**  Understand and use available technologies to maximise efficiencies and effectiveness | 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 |

## 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** |
| personal-attributes | Display Resilience and Courage | Be open and honest, prepared to express your views, and willing to accept and commit to change | Intermediate |
| personal-attributes | Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Intermediate |
| personal-attributes | 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 | Intermediate |
| relationships | Work Collaboratively | Collaborate with others and value their contribution | Intermediate |
| results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
| results | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Intermediate |
| 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 | Foundational |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |
| business-enablers | Project Management | Understand and apply effective planning, coordination and control methods | Intermediate |