# NSW GovernmentRole Description

# Senior Engagement Officer

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| **Role Description Fields** | **Details** |
| **Cluster** | **Planning, Housing and Infrastructure** |
| **Department/Agency** | **Department of Planning, Housing and Infrastructure** |
| **Division/Branch/Unit** | **Aboriginal Strategy, Policy and Engagement** |
| **Role number** | **50032686** |
| **Classification/Grade/Band** | **Clerk Grade 9/10** |
| **ANZSCO Code** | **225311** |
| **PCAT Code** | **1111492** |
| **Date of Approval** | **November 2024** |
| **Agency Website** | **https://www.nsw.gov.au/departments-and-agencies/department-of-planning-housing-and-infrastructure** |

Agency overview

The Department of Planning, Housing and Infrastructure (DPHI) improves the liveability and prosperity of NSW. To achieve this, we:

* create vibrant, productive spaces and precincts;
* manage lands, assets and property effectively; and
* deliver affordable and diverse housing.

We strive to be a high performing, world class public service organisation that celebrates and reflects the full diversity of the community we serve and builds the cultural capability of our department to improve outcomes with, and for, Aboriginal people, communities and entities.

The Aboriginal Strategy, Policy and Engagement (ASPE) division focuses on bettering outcomes with and for Aboriginal peoples, communities and entities (our partners) in NSW. ASPE centralises the coordination of Aboriginal outcomes to maximise the prosperity of Aboriginal communities through approaches that unify our organisation, response and representations which protect the cultural rights and interests expressed by the communities we seek to serve.

Primary purpose of the role

The Senior Engagement Officer leads and manages the development, implementation and review of internal and external communications and engagement strategies to support the achievement of Aboriginal outcomes in line with DPHI strategies, NSW Public Sector approaches and Closing the Gap targets.

Key accountabilities

* Lead and manage the end-to-end implementation of the Aboriginal Events and Engagement Strategy, including managing project deliverables, event marketing activities, event logistics and stakeholder management.
* Develop, deliver and provide advice and guidance on communications strategies often targeted to Aboriginal stakeholders or involving content focused on Aboriginal cultural affairs to optimise outcomes, including sponsorship, leadership messages, published content, staff updates, video scripts, advertising, and digital content.
* Develop and maintain strong relationships and collaborate with stakeholders, such as business units and senior executives, to support the successful delivery of communications services.
* Evaluate communications, event and campaign effectiveness against clearly established objectives and success criteria and lead the integration of learnings across future initiatives to effectively deliver best practice outcomes.
* Maintain an understanding of relevant DPHI strategies, policies, standards and communications channels and keep up to date with best practice communications and events management strategies.

Key challenges

* Developing culturally appropriate content for a variety of services and publications which meets individual business needs, delivers on individual program goals and also meets the overall strategic and operational needs of the division and Government.
* Analysing and implementing the latest trends, techniques and emerging technologies in events and sponsorship, as well as publishing, video and social to effectively promote DPHI.
* Achieving deadlines and milestones to the required standards, timeframes and within budget, given the need to simultaneously coordinate and deliver multiple projects and services.

Key relationships

| Who |  Why |
| --- | --- |
| **Internal** |  |
| Executive Leadership | * Receive broad guidance and provide advice relating to Aboriginal people, communities and entities.
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| Manager, Aboriginal Expression | * Receive instructions and provide required specialist support.
* Provide expert advice regarding event and communications strategies and seek guidance with regard to project direction.
* Provide progress reports on work outcomes.
* Inform of emerging and sensitive issues or conflicts.
* Contribute to the development and implementation of Branch business plan and work program.
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| Aboriginal Strategy Policy and Engagement team  | * Maintain collaborative working relationships.
* Keep up to date with initiatives and programs in order to prepare communications strategies and content.
* Coach to build capacity, provide advice and exchange information in response to content and communications requirements.
* Scope and plan activities, co-ordinate projects.
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| Communications team | * Collaborate to ensure campaigns and communications activities align with broader DPHI initiatives, priorities, and timing.
* Keep up to date with communications guidelines, processes, standards, and best practice.
* Liaise to manage production of communication materials and use of centrally managed communications channels and technology.
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| Business Units across DPHI | * Collaborate to share information and garner buy in to programs and projects.
* Provide advice and guidance and regular performance feedback.
* Share information, insights and provide advice regarding event strategies and messaging strategy.
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| **External** |  |
| NSW and other government agencies, local government, media, peak bodies, interest groups, industry partners, community representatives and individuals | * Maintain effective relationships to support communications activities.
* Liaise and represent the DPHI to coordinate delivery of appropriate information and key messages.
* Collate information and share intelligence.
* Coordinate content requirements.
* Respond in a timely manner seeking relevant approvals.
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| Events agencies, suppliers, consultants and contractors  | * Develop strong networks to promote the Department, and keep abreast of event trends, technologies and platforms.
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Role dimensions

## Decision making

* Has autonomy to manage tasks and projects and coordinates the program/project either individually or participates within teams and manages individual priorities and performance.
* Exercises discretion in the approach and content of information, advice and recommendations provided and consults with the Manager regarding issues or sensitivities.
* Seeks input or advice from the Manager or other senior managers in relation to matters that may have whole of Department or government implications.
* Operates and makes decisions within their delegation and escalates all other matters.
* Is fully accountable for the provision of high quality service delivery and for the accuracy and integrity of the content of advice provided.

## Reporting line

Business Manager, Aboriginal Expression

## Direct reports

Nil

## Budget/Expenditure

Nil

Key knowledge and experience

* Demonstrated experience working with Policy, Aboriginal Outcomes or similar at a senior level within a complex organisation.
* Knowledge, respect and understanding of Aboriginal cultural issues and extensive knowledge and experience in the development, implementation and review of Aboriginal cultural strategies, policies and procedures.

Essential requirements

* Tertiary qualifications in communications, events, marketing or other related discipline and/or relevant equivalent 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** |
| personal-attributes | **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 and encourage others to do soAct professionally and support a culture of integrityIdentify and explain ethical issues and set an example for others to followEnsure that others are aware of and understand the legislation and policy framework within which they operateAct to prevent and report misconduct and illegal and inappropriate behaviour | Adept |
| personal-attributes | **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 |
| relationships | **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 |
| relationships | **Commit to Customer Service**Provide customer-focused services in line with public sector and organisational objectives | Take responsibility for delivering high-quality customer-focused servicesDesign processes and policies based on the customer’s point of view and needsUnderstand and measure what is important to customersUse data and information to monitor and improve customer service deliveryFind opportunities to cooperate with internal and external stakeholders to improve outcomes for customersMaintain relationships with key customers in area of expertiseConnect and collaborate with relevant customers within the community | Adept |
| results | **Deliver Results**Achieve results through the efficient use of resources and a commitment to quality outcomes | Seek and apply the expertise of key individuals to achieve organisational outcomesDrive a culture of achievement and acknowledge input from othersDetermine how outcomes will be measured and guide others on evaluation methodsInvestigate and create opportunities to enhance the achievement of organisational objectivesMake sure others understand that on-time and on-budget results are required and how overall success is definedControl business unit output to ensure government outcomes are achieved within budgetsProgress organisational priorities and ensure that resources are acquired and used effectively | Advanced |
| results | **Think and Solve Problems**Think, analyse and consider the broader context to develop practical solutions | Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidenceAnticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experienceApply creative-thinking techniques to generate new ideas and options to address issues and improve the user experienceSeek contributions and ideas from people with diverse backgrounds and experienceParticipate in and contribute to team or unit initiatives to resolve common issues or barriers to effectivenessIdentify and share business process improvements to enhance effectiveness | Adept |
| business-enablers | **Project Management**Understand and apply effective planning, coordination and control methods | Perform basic research and analysis to inform and support the achievement of project deliverablesContribute to developing project documentation and resource estimatesContribute to reviews of progress, outcomes and future improvementsIdentify 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 are not relevant for recruitment purposes however may be relevant for future career development.

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| **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 | Adept |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| relationships | Work Collaboratively | Collaborate with others and value their contribution | Intermediate |
| relationships | 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 |
| 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 | Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Adept |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |