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| **Cluster** | Climate Change, Energy, The Environment and Water |
| **Agency** | Department of Climate Change, Energy, the Environment and Water (DCCEEW) |
| **Division/Branch/Unit** | National Parks & Wildlife Service / Biodiversity & Ecological Health Branch / Ecological Health |
| **Location** | Negotiable |
| **Classification/Grade/Band** | Clerk Grade 7/8 |
| **Role Number** | Generic |
| **ANZSCO Code** | 225311 |
| **PCAT Code** | 1116292 |
| **Date of Approval** | August 2024 (updated April 2023) |
| **Agency Website** | [www.dcceew.nsw.gov.au](http://www.dcceew.nsw.gov.au/) & www.nationalparks.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.

NSW 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.

**National Parks & Wildlife Service overview**

National Parks & Wildlife Service (NPWS) is one of the world’s oldest and most respected national parks agencies.  We manage more than 890 national parks and reserves, covering over 7.6 million hectares or 9.5% of the landmass of NSW ranging from rainforests and towering eucalypt forests to rich woodlands, spectacular deserts and precious alpine systems. We deliver effective conservation for our biodiversity and cultural heritage and provide world class visitor experiences for the whole community to enjoy. We carry out fire management, threatened species conservation, land and infrastructure management, sustainable tourism and visitation, and research and education programs. We work together with Aboriginal communities to manage and protect our parks on behalf of the people of NSW.

Primary purpose of the role

Develop and deliver high-quality and informative science communication products in conjunction with ecological staff. Create and update digital communication services, for both internal and external networks, including websites and social media. The role also encourages and facilitates community engagement for geographically diverse project teams with diverse engagement and communications needs.

# Key accountabilities

* Develop and implement communication plans to support the activities and initiatives of the Ecological Health Unit.
* Develop and distribute high-quality, scientifically accurate, engaging and timely media content and communications that support activities of the unit and branch, including media releases, e-newsletters and social media content, ensuring customisation of content across multiple channels.
* Research and develop key messages and content for media and website, schedule content for Facebook and Instagram, collaborating with business units and key partners to integrate and optimise content across multiple channels and programs.
* Synthesise and articulate technical information in plain English to ensure content and messaging is in easily understandable format for varied audiences, stakeholders and platforms.
* Provide editorial input on documents and other engagement products promoting the program and achievements of the Ecological Health Unit.
* Develop and implement community engagement strategies, tools and approaches to meet and deliver on program outcomes, including online products and interpretative materials, and citizen science opportunities. Review and evaluate ongoing effectiveness and make recommendations for improvement.
* Establish and maintain effective working relationships with key stakeholders, both internal and external, and represent the position of the unit and branch in the wider community and in relevant forums and working groups.
* Participate with field survey activities for the development of media products and community engagement programs.

Key challenges

* Developing and maintaining effective, collaborative internal and external relationships and networks whilst operating in a complex and dynamic environment.
* Facilitate communications and cooperation between key internal and external stakeholders in a politically and socially sensitive context to ensure positive community engagement outcomes.
* Being a valuable member of a geographically dispersed team whilst playing a key role in the delivery of state-wide and regional programs.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager / Supervisor | Receive guidance and support, provide advice and exchange information. |
| Work team / other staff | Work collaboratively to contribute to achieving business outcomes  Participate in meetings, share information and provide input on issues  Foster effective working relationships to facilitate opportunities for engagement, consultation, issue resolution and information sharing. |
| Stakeholders | Foster effective working relationships  Provide advice, guidance, and facilitate issue resolution. |
| **External** |  |
| Stakeholders / Community | * Develop and maintain effective relationships with stakeholders and explore collaborative opportunities and other partnerships to promote the products and programs of NPWS * Explain conservation priorities and assess and manage community and stakeholder responses to operational plans and issues. |

# Role dimensions

## Decision making

The Communications and Engagement Officer operates with day-to-day independence within the constraints of Branch and Corporate policy, plans and procedures. The role receives advice and guidance on work priorities within the overall agreed work program from the Manager/Supervisor and provides regular progress reports to the Manager.

## Reporting line

The role reports to the Senior Project Officer – Data and Communications

## Direct reports

TBC

## Budget/Expenditure

TBC

# Key knowledge and experience

Experience in science communications, including the ability to develop a range of communication products and facilitate community engagement relating to conservation science

Well-developed written and verbal communication skills, including the ability to understand scientific information and present it in a user-friendly way to a range of audiences.

Proven ability to present scientific information through print media, website content and social media platforms.

Relevant experience in planning and coordinating stakeholder engagement events.

Essential requirements

Appropriate tertiary qualification and/or equivalent relevant working experience in a related industry.

Current NSW Driver’s Licence

# 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 | **Work Collaboratively**  Collaborate with others and value their contribution | Build a supportive and cooperative team environment  Share information and learning across teams  Acknowledge outcomes that were achieved by effective collaboration  Engage other teams and units to share information and jointly solve issues and problems  Support others in challenging situations  Use collaboration tools, including digital technologies, to work with others | Intermediate |
| 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 evidence  Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience  Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience  Seek contributions and ideas from people with diverse backgrounds and experience  Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness  Identify 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 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 |

## 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 | 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 | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
| results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
| results | Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Adept |
| business-enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Foundational |
| 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 | Foundational |