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| **Senior Executive Work Level Standards** | Work Contribution Stream: Professional/Technical/Specialist |
| **Classification/Grade/Band** | Band 1 |
| **Date of Approval** | 29 June 2020 |

Primary purpose of the role

The Director, Public Affairs leads the development and implementation of public affairs and reputation management strategies and programs to enhance and protect the reputation of the Agency and create a positive operating environment.

Key accountabilities

* Lead the development and execution of external communication strategies and campaigns supported by a comprehensive and unified messaging strategy to promote the Agency's strategic priorities and advance and protect its’ reputation and image
* Establish, develop and maintain positive relationships with key internal and external stakeholders, media contacts and channels, including online, print and broadcast, to facilitate accurate dissemination of information that addresses key issues and enhances media and public understanding of the Agency's mission and aims
* Assess and anticipate public opinion issues relating to the Agency and its key priorities by maintaining an awareness of economic, social and political trends that may affect its reputation or brand, to better manage and mitigate reputational and brand risk and positioning
* Lead the development of strategy and response for crisis communication situations and recommend solutions to aid the recalibration of strategies and plans that better position the Agency and its brand for the future
* Provide strategic advice and counsel to Senior Executives regarding the identification and management of public relations issues and activities

Key challenges

* Building trust with critical internal and external stakeholders and removing perceptual barriers to key Government initiatives and strategies which may be perceived as unpopular in the broader community
* Gaining engagement and agreement from a diversity of stakeholders and developing consistent and timely messages and responses to critical issues in a sensitive and complex political environment

Key relationships

| Who |  Why |
| --- | --- |
| **Ministerial** |  |
| Minister/Office of the Minister | * Collaborate and maintain open relationships to expedite information and information transfer on sensitive matters and identify potential implications and actions
 |
| **Internal** |  |
| Manager | * Provide expert advice, counsel and recommendations on public affairs matters to influence organisational decisions and initiatives
* Report on progress towards business objectives and discuss future directions
 |
| Executive | * Provide expert public relations advice to impact decisions, support initiatives, clarify accountability and communicate performance
 |
| Direct Reports | * Lead, guide and support
* Set performance expectations and manage team performance and development
 |
| **External** |  |
| Other NSW Government Agencies | * Establish professional networks and relationships to maintain currency, share ideas and learnings, and collaborate on common responses to public relations issues
 |
| Media | * Cultivate, maintain and develop professional working relationships with key media influencers to advance and protect the organisation’s reputation
* Act as media spokesperson
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| Customer/Industry Stakeholders and Representatives | * Establish and maintain effective, collaborative working relationships in the pursuit of organisational objectives
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# Role dimensions

## Decision making

NA

## Reporting line

NA

## Direct reports

NA

## Budget/Expenditure

NA

# 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 |
| --- |
| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level**  |
| Personal Attributes | **Display Resilience and Courage**Be open and honest, prepared to express your views, and willing to accept and commit to change | Remain composed and calm and act constructively in highly pressured and unpredictable environmentsGive frank, honest advice in response to strong contrary viewsAccept criticism of own ideas and respond in a thoughtful and considered wayWelcome new challenges and persist in raising and working through novel and difficult issuesDevelop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues | Advanced |
| **Act with Integrity**Be ethical and professional, and uphold and promote the public sector values | Model the highest standards of ethical and professional behaviour and reinforce their useRepresent the organisation in an honest, ethical and professional way and set an example for others to followPromote a culture of integrity and professionalism within the organisation and in dealings external to governmentMonitor ethical practices, standards and systems and reinforce their useAct promptly on reported breaches of legislation, policies and guidelines | Advanced |

| FOCUS CAPABILITIES |
| --- |
| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level**  |
| Relationships | **Communicate Effectively**Communicate clearly, actively listen to others, and respond with understanding and respect | Articulate complex concepts and put forward compelling arguments and rationales to all levels and types of audiencesSpeak in a highly articulate and influential mannerState the facts and explain their implications for the organisation and key stakeholdersPromote the organisation’s position with authority and credibility across government, other jurisdictions and external organisationsAnticipate and address key areas of interest for the audience and adapt style under pressure | Highly Advanced |
| **Influence and Negotiate**Gain consensus and commitment from others, and resolve issues and conflicts | Engage in a range of approaches to generate solutions, seeking expert inputs and advice to inform negotiating strategyUse sound arguments, strong evidence and expert opinion to influence outcomesDetermine and communicate the organisation’s position and bargaining strategyRepresent the organisation in critical and challenging negotiations, including those that are cross-jurisdictionalAchieve effective solutions when dealing with ambiguous or conflicting positionsAnticipate and avoid conflict across organisations and with senior internal and external stakeholdersIdentify contentious issues, direct discussion and debate, and steer parties towards an effective resolution | Highly Advanced |
| 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 |
| **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 |
| Business Enablers | **Technology**Understand and use available technologies to maximise efficiencies and effectiveness | Champion the use of innovative technologies in the workplaceActively manage risk to ensure compliance with cyber security and acceptable use of technology policiesKeep up to date with emerging technologies and technology trends to understand how their application can support business outcomesSeek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomesActively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies | Advanced |
| People Management | **Inspire Direction and Purpose**Communicate goals, priorities and vision, and recognise achievements | Promote a sense of purpose, and help the team to understand the strategic direction of the organisation and the needs of customers and stakeholdersTranslate broad organisational strategy and goals into tangible team goals and explain the links for the teamEnsure that team objectives and outcomes lead to the implementation of government priorities and create value for customers and stakeholdersWork to remove barriers to achieving goals | 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 |
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| **Capability group/sets** | **Capability name** |  | **Description** | **Level**  |
| Personal Attributes | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Advanced |
| Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Advanced |
| Relationships | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Highly Advanced |
| Work Collaboratively | Collaborate with others and value their contribution | Advanced |
| Results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Advanced |
| Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Advanced |
| Business Enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Adept |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Adept |
| Project Management | Understand and apply effective planning, coordination and control methods | Adept |
| People Management | Manage and Develop People | Engage and motivate staff, and develop capability and potential in others | Adept |
| Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Adept |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Adept |