

ROLE DESCRIPTION

Ministerial & Corporate Communications Officer

Division: Communications

Location: Sydney, Australia

Grade Equivalent: 7/8

Kind of Employment: Ongoing

ANZSCO Code: 212499 PCAT Code 1111492

Date of Approval: February 2018

Agency Website: <http://www.destinationnsw.com.au>



1. OVERVIEW

Destination NSW is a Public Service Executive agency with responsibility for devising and implementing strategies to grow the visitor economy. Our particular focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and Regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim to secure more international conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and Regional NSW.

Destination NSW is headquartered in Sydney, with offices and representatives in Singapore, Hong Kong, Shanghai, Beijing, Chengdu, Guangzhou, London, Germany, Los Angeles, Auckland, Tokyo, Mumbai and Seoul. See <http://www.destinationnsw.com.au> for further details.

VISION

To make Sydney and NSW one of the world's most successful tourism and events destinations.

MISSION

To triple overnight visitor expenditure by 2020 and maximise the benefits of the visitor economy for NSW.

CORPORATE GOALS

- Position Sydney and New South Wales as Australia's premier tourism and major events destinations.
- Attract and secure high value Major Events.
- Maximise yield and dispersal from the Visitor Economy.
- Build a sustainable Events Calendar for NSW.
- Create and sustain a high performance organisation.

STRATEGIC OBJECTIVES

1. Achieve visitor economy 2020 targets and implement the Visitor Economy Action Plan.
2. Position Sydney & NSW as Australia's premier tourism and events destination.
3. Develop the strongest and most compelling events calendar in Australia.
4. Ensure strong industry, stakeholder and customer engagement.
5. Deliver value in our partnership/co-op programs.
6. Attract and retain the best staff and build staff capacity and capabilities.

2. PRIMARY PURPOSE OF ROLE

The role is responsible for the identification, management and execution of ministerial media and stakeholder opportunities and events for the NSW Government, leveraging the investment made by the NSW Government through Destination NSW in events as well as the programs and initiatives undertaken across NSW to grow tourism and major events and position NSW as a leading destination.

Responsible for end to end management, planning and preparation of materials to support Ministerial opportunities including media releases, event briefing notes, speeches, as well as other ministerial documentation including Briefing Notes, House Folder Notes and correspondence where required. Responsible for preparation of responses to media enquiries. Provides recommendations and suggestions where appropriate regarding media strategy for announcements.

Identifies opportunities for DNSW media opportunities in addition to Ministerial opportunities, particularly with travel trade media and supports corporate communications activities, such as the Annual Report and other activities.

3. KEY ACCOUNTABILITIES

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPI's
Ministerial and Media Communications	70%	<ul style="list-style-type: none"> • Identify, plan and execute Ministerial media and stakeholder events and activities for the NSW Government – usually the Minister for Tourism and Major Events • Responsibilities include: <ul style="list-style-type: none"> - Identification of all Ministerial and announceable opportunities related to DNSW investment in or support of an event - Make recommendations regarding opportunities and timing to leverage maximum media opportunity e.g. media conference, photo call - Ensure event organiser and any related organisations do not make announcements ahead of Minister or other Government representative - Oversee and co-ordinate media activities including major media events, press conferences, photo calls - Draft all materials relating to announceables and opportunities including media releases, event brief, speech, photo brief - Post all relevant announcements on DNSW social media channels • Co-ordinate the collection and/or preparation of Ministerial Communication requirements regarding events or other topics as directed including Parliamentary Questions, Briefing Notes and correspondence • Maintain Ministerial calendar to ensure all relevant announcements and actions are up to date • Co-ordinate the development of audio visual components for media launches, including video news reels, still photography, b-roll vision and multi-media content packages • Manage media enquiries, including as directed by Ministerial office. Activities include developing responses for approval and direct liaison with media • Proactively identify and brief Ministerial and DNSW CEO regarding issues. Liaise extensively with internal teams in preparation of response for approval to ensure accuracy of information. 	<ul style="list-style-type: none"> • Opportunities are identified and secured for the Minister according to the event contract to ensure all deliverables are met • Ministerial events are prepared to a high standard and Minister's office and Destination CEO sufficiently briefed and prepared • Ministerial/Government documentation is accurate, of quality and delivered to deadline • Content and images are shared on social media in a timely way • Assistance to MO and DNSW and liaison with Event Organisers is provided in a collaborative and proactive manner • Ministerial materials are prepared to a high standard, in a timely manner • Media enquiries are captured, responses drafted for approval, and enquiries responded to quickly Issues are managed and flagged proactively – reactive statements are drafted in good time, for approval.

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPI's
Corporate Communications	20%	<ul style="list-style-type: none"> • Identify and provide input to media and stakeholder events and activities for Destination NSW. Responsibilities include: <ul style="list-style-type: none"> - Identification of opportunities for DNSW and make recommendations - Management and execution of media opportunities including media launches and briefings, interviews (particularly with travel trade media) • Distribution of all relevant media releases to Destination NSW travel trade media and follow up to secure stories • Review and recommend international distribution for appropriate news releases using PR Newswire • Develop and implement key corporate messages for Destination NSW ensuring they are consistent with NSW Government and other stakeholder messages • Shared between Ministerial and Corporate Communications Media Advisors and Publicity, undertake daily media monitoring, including coordinating and distributing internal media bulletins • Provide input to and on rotation manage the planning and delivery of the weekly DNSW newsletter, Insights 	<ul style="list-style-type: none"> • Opportunities are identified for DNSW, to ensure industry cut-through and media coverage • Strong contacts are developed with travel trade media • Relationships are effectively established with key industry stakeholders • Corporate Communications materials and activities are accurate, high quality, timely and effective • Insights is published on time and to a high editorial standard
Operational and Financial Management (including Reporting)	5%	<ul style="list-style-type: none"> ▪ Proactively contribute to corporate strategic planning processes ▪ Monitor and evaluate business processes, systems and procedures to identify best practice ▪ Contribute to functional reporting. 	<ul style="list-style-type: none"> ▪ Reports are accurate and delivered to deadline ▪ Adherence to planned budget.
Team Work and Collaboration	5%	<ul style="list-style-type: none"> ▪ Foster a collaborative team spirit focused on service delivery to both internal and external clients. ▪ Proactively keep up to date with issues that may impact the Visitor Economy and actively participate as team member across Destination NSW, contributing to and undertaking special projects and activities, as required. ▪ Undertake other duties as directed by GM Communications and/or CEO. 	<ul style="list-style-type: none"> ▪ Evidence of positive collaboration ▪ VET issues identified and actioned.

4. KEY CHALLENGES

- Prioritising and managing a range of complex tasks and projects including those with critical turnaround times as directed by senior management and Minister's Office
- Achieving timely and effective outcomes given the diverse nature of projects, which can involve detailed research and extensive stakeholder liaison
- Building and maintaining effective working relationships and networks with clients (internal and external), stakeholders and Government agencies to facilitate the identification and development of Destination NSW projects and initiatives
- Keeping abreast of relevant industry trends, programs and legislative requirements
- Applying a high degree of analytical problem solving and strategic approach to operate effectively in a rapidly changing environment and initiate and develop innovative ideas
- Being aware of politically sensitive issues which may impact on Destination NSW and provide timely briefings, correspondence and advice.

5. KEY RELATIONSHIPS

- **REPORTS TO:** Director, Ministerial and Corporate Communications
- **DIRECT REPORT/S:** Nil
- **INTERNAL**
 - Destination NSW CEO and Executive and other senior management to foster the sharing of information and advice, enable responsive corporate communications services and provide timely media advice and contribute to project delivery
 - Liaise with the Minister's office, DoI, DPC and Destination NSW CEO and Executive to ensure clear communication, collaboration, timeliness, high quality services meeting the needs in specified timeframes of the Minister and Destination NSW
 - PR and Media (publicity) team to ensure opportunities identified for Publicity that may be appropriate for Minister are leveraged
 - Communications team to ensure delivery of corporate strategy for Destination NSW.
- **EXTERNAL**
 - Event organisers
 - Travel trade media
 - Tourism stakeholders to gather intelligence and to work collaboratively
 - Government agencies to discuss media and communications activities
 - External contractors involved at any level to ensure all standards are achieved.

6. ROLE DIMENSIONS

DIRECT REPORTS: 0

BUDGET: \$AUD

7. DECISION MAKING AUTHORITY

DELEGATIONS: Nil

INDIVIDUAL DECISION MAKING

- Determines the priority of tasks and schedules within the general framework and timeframe determined by the Director, Ministerial and Corporate Communications
- Prepare initial communication requirements for events and projects
- Develop written material for corporate documentation
- Works on a range of daily functions and undertakes research and analyses information
- Exercises discretion in supporting the work of the Ministerial Communications unit
- Identifies key issues and resolves potential conflicts at an early stage and sets own priorities for work projects consistent with prescribed deadlines set by the Director
- Provides advice, co-ordinates projects and seeks guidance and information from clients and stakeholders on operational aspects of work and monitors work output
- Co-ordinates and manages the program/project either individually or participates within teams, sources information and provides advice on organisational aspects of work in consultation with the client
- Destination NSW representative for matters under his/her control
- Expected to identify key issues, develop pro-active responses and resolve potential conflicts at an early stage.

IN CONSULTATION DECISION MAKING

- Consults with the Director, Ministerial and Corporate Communications and General Manager Communications on complex issues, priorities and work deliverables
- Receives advice and guidance from Director concerning policies and procedures
- Prepares detailed reports, correspondence, briefing papers, policy position statements and parliamentary briefing materials
- Works with the Director to make judgements and prepare recommendations as to how programs/projects may be best managed within Destination NSW, often with the involvement of Government agencies and industry stakeholders
- Works with Event Development Manager to ensure contract deliverables for Minister are understood, secured and well managed
- Makes judgements and recommendations as to how communication advice may be best managed within Destination NSW, often with the involvement of other agencies.

8. QUALIFICATIONS/SKILLS

QUALIFICATIONS

- Tertiary qualification in Communications or other relevant field.

EXPERIENCE

- Experience in a corporate communications media role, preferably in a tourism, events or government environment.
- Understanding of the Events and Tourism industries and the Government's role in events at State, Commonwealth and Local levels.
- Proven record of achievement in developing and implementing event media and communications strategies and plans, preferably in a Government and events environment.





SKILLS AND COMPETENCIES

- Strong written, analytical and interpersonal skills, including proven ability to write effective media releases, speeches and speech notes, publications and online communication products
- Strong judgment, negotiation and conflict resolution skills
- Sound understanding of Government processes, with an established network of media contacts and the ability to quickly develop beneficial working relationships with government, industry and media representatives
- High level communications project management, time management and organisational skills
- Demonstrated expertise in working collaboratively with colleagues and building effective relationships
- Ability to handle confidential and commercially sensitive material in a professional and discrete manner
- Self-motivated and efficient, with ability to work autonomously as well as contribute to a creative, enthusiastic team environment
- Sound Microsoft Office capability (Word, Excel, PowerPoint and Outlook).

9. CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework.

Below is the summary list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept

Focus Capabilities- The focus capabilities for the role are those in which new occupant/s of the role must demonstrate immediate competence.

NSW PUBLIC SECTOR CAPABILITY FRAMEWORK		
CAPABILITY GROUP AND NAME	LEVEL	BEHAVIOURAL INDICATORS
Personal Attributes Act with Integrity	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way. • Support a culture of integrity and professionalism. • Understand and follow legislation, rules, policies, guidelines and codes of conduct. • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct. • Recognise and report misconduct, illegal or inappropriate behaviour. • Report and manage apparent conflicts of interest.
Personal Attributes Manage Self	Intermediate	<ul style="list-style-type: none"> • 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. • Maintain own motivation when tasks become difficult.
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services. • Understand customer perspectives and ensure responsiveness to their needs. • Identify customer service needs and implement solutions. • Find opportunities to co-operate with internal and external parties to improve outcomes for customers. • Maintain relationships with key customers in area of expertise. • Connect and collaborate with relevant stakeholders within the community.
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration. • Build co-operation and overcome barriers to information sharing and communication across teams/units. • Share lessons learned across teams/units. • Identify opportunities to work collaboratively with other teams/ units to solve issues and develop better processes and approaches to work.
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes. • Make sure team/unit staff understand expected goals and acknowledge success. • Identify resource needs and ensure goals are achieved within budget and deadlines. • Identify changed priorities and ensure allocation of resources meets new business needs. • Ensure financial implications of changed priorities are explicit and budgeted for. • Use own expertise and seek others' expertise to achieve work outcomes.

NSW PUBLIC SECTOR CAPABILITY FRAMEWORK		
CAPABILITY GROUP AND NAME	LEVEL	BEHAVIOURAL INDICATORS
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and analyse information, identify interrelationships and make recommendations based on relevant evidence. • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options. • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness. • Identify and share business process improvements to enhance effectiveness.
Business Enablers Technology	Adept	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks. • Identify opportunities to use a broad range of communications technologies to deliver effective messages. • Understand, act on and monitor compliance with information and communications security and use policies. • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business. • Support compliance with the records, information and knowledge management requirements of the organisation.
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms. • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements. • Prepare accurate estimates of costs and resources required for more complex projects. • Communicate the project strategy and its expected benefits to others. • Monitor the completion of project milestones against goals and initiate amendments where necessary. • Evaluate progress and identify improvements to inform future projects.