

Role Description

Senior Officer, Communications

Role Description Fields	Details
Cluster	Health
Department/Agency	Health Infrastructure
Division/Branch/Unit	Strategy & Operations / Communications & Engagement
Classification/Grade/Band	Health Manager Level 3
ANZSCO Code	324111
PCAT Code	5397211
Date of Approval	August 2023
Agency Website	www.hinfra.health.nsw.gov.au and www.health.nsw.gov.au

Agency overview

Health Infrastructure was established in 2007 as the capital delivery agency of NSW Health for projects over \$10 million. Today, Health Infrastructure plans and delivers sustainable and innovative infrastructure and asset management solutions to meet the health care needs of NSW communities now and into the future. We are leading the largest health capital works program in Australia, collaborating with our Local Health District/Network customers, with government more broadly and with industry to transform public health facilities across NSW. In doing so, we contribute long term economic and social benefits to NSW communities.

Our people are united by our CORE values of Collaboration, Openness, Respect and Empowerment. We behave with integrity, treat others how we would like to be treated and are trusted advisors to our customers in the Local Health Districts and Networks across NSW. We pride ourselves on our positive organisational culture and are committed to building a diverse, inclusive and flexible workforce.

Primary purpose of the role

The Senior Officer Communications works as part of a dynamic, high-performing team that works collaboratively to deliver short and long term communication solutions for Health Infrastructure.

The role provides strategic communication advice and support to internal business units, develops and implements communication strategies to support business unit and change initiatives, develops engaging and strategically aligned content for a range of projects and audiences, and manages internal and external communication channels including analysis of data against communication objectives and metrics to inform campaign planning and drive improvements.

Key accountabilities

- Develop and implement internal and external corporate communication and engagement strategies, campaigns and initiatives to drive engagement, support operational change and enhance reputation.
- Prepare engaging and strategically aligned messaging and content for a range of target audiences and communication channels including traditional and digital.
- Maintain collaborative relationships with a range of internal and external stakeholders to deliver an integrated communications approach and narrative across corporate communication activities.

- Monitor and identify communication and reputation issues and develop appropriate strategies and activities to minimise risk, ensuring timely escalation to internal stakeholders.
- Monitor activities undertaken by communication service providers to ensure compliance with service agreements and communication objectives and protocols.
- Assist the development of corporate communication policies, procedures and style guides to promote consistency, best practice and continuous improvement.
- Work in partnership with the Health Infrastructure communications and engagement team to share information and support a coordinated communications approach across the agency.

Key challenges

- Manage competing priorities and inputs from multiple stakeholders to achieve desired project and communication outcomes within required timeframes and to agreed standards.
- Maintain awareness of industry trends, broader NSW Health context and contemporary communication practice to develop engaging, best practice strategies and activities.
- Navigate the sensitivities of a matrix organisation operating within a high profile, complex and politically sensitive environment to communicate on complex operational issues in an engaging way.

Key relationships

Internal

Who	Why
Manager Corporate and Digital Communications	<ul style="list-style-type: none"> • Receive guidance and direction • Escalate issues, keep informed, advise and receive instructions • Ensure approvals for strategies, activities and materials are appropriately sought.
Communications and Engagement team	<ul style="list-style-type: none"> • Work collaboratively to ensure coordinated and consistent messaging, activities and issues management • Share information and support team members to achieve team objectives and work outcomes.
Internal business units	<ul style="list-style-type: none"> • Work closely with internal stakeholders and subject matter experts to understand project needs and develop communication solutions • Ensure accurate and timely advice on communication approaches, activities and issues • Ensure input and approvals for materials are appropriately sought.

External

Who	Why
Consultants and service providers	<ul style="list-style-type: none"> • Monitor provision of services for compliance with service arrangements, communication protocols and requirements.

Other government agencies	<ul style="list-style-type: none"> • Work in partnership to ensure timely, accurate and strategically aligned advice and activities that enhance objectives and reputation • Support the development and management of key relationships with communication counterparts including within the Ministry of Health.
Other key stakeholders	<ul style="list-style-type: none"> • Maintain collaborative working relationships and positively represent the agency in discussions to guide effective outcomes.

Role dimensions

Decision making

- Manage own workload within agreed work and project plans. Take ownership of delivering work to time and quality expectations, and making suggestions for new policies, strategies or processes to improve business unit performance.
- Decide the content of communication advice, information, materials and strategies in consultation with internal stakeholders.
- Identify emerging issues and proactively provide advice on management activities in consultation with the Manager and engagement team.

Reporting line

The role reports to the Senior Manager Corporate and Digital Communications.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience planning, delivering and evaluating communication and engagement strategies within complex, large organisations and providing sound, creative solutions to communication problems.
- Experience writing engaging copy for different audiences and channels, as well as ability to maintain effective relationships with a wide range of internal and external stakeholders.
- Experience in communication and reputation issues management and developing appropriate strategies and activities to minimise risk.

Essential requirements

- Appropriate qualifications and senior level experience in corporate communication, marketing, public relations or similar within the government sector and/or large corporate organisation.

Capabilities for the role

The [NSW public sector 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.

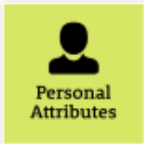
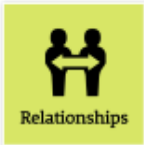
The capabilities are separated into focus capabilities and complementary capabilities.

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	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> Act as a professional role model for colleagues, set high personal goals and take pride in their achievement Actively seek, reflect and act on feedback on own performance Translate negative feedback into an opportunity to improve Take the initiative and act in a decisive way Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation 	Advanced
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> Present with credibility, engage diverse audiences and test levels of understanding Translate technical and complex information clearly and concisely for diverse audiences Create opportunities for others to contribute to discussion and debate Contribute to and promote information sharing across the organisation Manage complex communications that involve understanding and responding to multiple and divergent viewpoints Explore creative ways to engage diverse audiences and communicate information Adjust style and approach to optimise outcomes Write fluently and persuasively in plain English and in a range of styles and formats 	Advanced



Work Collaboratively
Collaborate with others and value their contribution

- Encourage a culture that recognises the value of collaboration
- Build cooperation and overcome barriers to information sharing and communication across teams and units
- Share lessons learned across teams and units
- Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work
- Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services

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Deliver Results
Achieve results through the efficient use of resources and a commitment to quality outcomes

- Use own and others' expertise to achieve intended outcomes, and take responsibility for delivering intended outcomes
- Make sure staff understand expected goals and acknowledge staff success in achieving these
- Identify resource needs and ensure goals are achieved within set budgets and deadlines
- Use business data to evaluate outcomes and inform continuous improvement
- Identify priorities that need to change and ensure the allocation of resources meets new business needs
- Ensure that the financial implications of changed priorities are explicit and budgeted for

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Plan and Prioritise
Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work
- Initiate, prioritise, consult on and develop team and unit goals, strategies and plans
- Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses
- Ensure current work plans and activities support and are consistent with organisational change initiatives
- Evaluate outcomes and adjust future plans accordingly

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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

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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.

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Adept