Role Description
Senior Officer, Communications & Engagement, Regions

Role Description Fields	Details
Cluster	Health
Department/Agency	Health Infrastructure
Division/Branch/Unit	Regions / Communications & Engagement
Classification/Grade/Band	Health Manager Level 3
ANZSCO Code	234111
PCAT Code	5437999
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 and Engagement will plan and deliver stakeholder communication and engagement services for a designated capital infrastructure project/s. This includes working in partnership with the Project Communications and Engagement team to plan, implement and evaluate effective communication and engagement strategies, activities and messages for project stakeholders and the community to enhance project and agency outcomes.

Key accountabilities

- Assist in the planning and implementation of effective, strategic communications and stakeholder engagement strategies, activities and messages to ensure accurate, consistent and timely information for project stakeholders and the community.
- Work with a broad range of stakeholders to develop productive and collaborative relationships including, but not limited to local health district staff and consumers, local residents and businesses, community representatives, local government officers and state government agencies.

- Prepare and deliver key messages for a broad range of project audiences and channels with ability to translate technical, complex information into accessible information – including but not limited to online and digital, social media, publications, media activities and presentations.
- Assist in the identification of stakeholder issues and facilitating proactive communication opportunities which may enhance stakeholder relationships and project reputation.
- Work with an integrated project team to deliver considered and consistent activities and messaging within project governance and established protocols including obtaining approvals.
- Work in partnership with the Health Infrastructure communications and engagement team to maintain oversight of timelines and coordinate proactive communications across multiple projects and programs.

Key challenges

- The role requires excellent communication and engagement expertise including community engagement, high-level stakeholder management and issues management..
- Providing accurate, concise and strategic advice and information on proactive and reactive issues and opportunities as they relate to the project.
- Navigating a high profile, complex and politically sensitive environment, and establishing efficient inter-agency and stakeholder working relationships.

Key relationships

Internal

	Why
Communications and Engagement supervisor	- Provide regular updates on activities, issues and priorities - Escalate issues, keep informed, advise and receive instructions - Work closely to identify and develop corporate communications opportunities.
Project team	- Ensure accurate and timely advice on communication and stakeholder issues, opportunities and activities. - Advise on proactive issues and stakeholder management strategies. - Ensure all approvals for materials are appropriately sought.
Communications and Engagement team	- Provide regular updates on key activities, issues and priorities. - Contribute to ministerial and parliamentary information and responses, media milestones and event calendar including assisting with event logistics and planning. - Support team members and work collaboratively to share information and contribute to achieving team outcomes.

External

Who	Why
Consumers and broader Community	- This role requires engagement with consumers and the broader community to promote and seek feedback that informs the planning and delivery of redevelopment projects. - Regular interface with a range of diverse community members is required.

Other NSW Government stakeholders	• Ensure Health Infrastructure's strategic interests are advanced by maintaining effective, collaborative relationships and partnerships with other NSW Government stakeholders including Ministry of Health, Local Health Districts, local and state agencies. • Work in partnership to ensure timely, agile and accurate communication opportunities and materials are developed that further enhance the project's positive profile.
Other Key Stakeholders	• Represent the agency in discussions with other key stakeholders • Work with other stakeholders associated with the project to source potential opportunities e.g. construction contractors. • Ensure professional representation of Health Infrastructure and the project to stakeholders.

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.
- Identify emerging issues and proactively provide advice on management activities in consultation with the project team and communications and engagement supervisor.
- Deciding the content of advice and information provided to stakeholders in consultation with project team and the communications and engagement supervisor.

Reporting line

The role reports to the Manager Project Communications and Engagement.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Excellent written and oral communications skills with effective liaison and relationship building with a wide range of internal and external stakeholders from senior executive and Government officers to members of the public.
- Experience in risk and issues management as it relates to stakeholder management and communication, and formulation and management of appropriate activities and responses.
- Experience developing, implementing and evaluating communication and engagement strategies including applying critical thinking and providing sound, creative solutions to communication problems.

Essential requirements

- Appropriate qualifications and experience in communications, community engagement, stakeholder relations, or similar.
- Experience in major infrastructure, government sector and/or large corporate organisation.
- IAP2 qualifications highly regarded, and current valid driver license is a pre-requisite.

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.

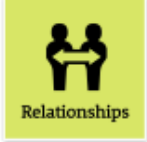The capabilities are separated into focus capabilities and complementary capabilities.

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	- 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

	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	• 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	Adept
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve 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	Adept

	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	Adept
	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	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.

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	Adept
Relationships	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