

# Role Description

## Senior Publicity and Communications Officer

Cluster	Planning, Housing and Infrastructure
Agency	Department of Planning, Housing and Infrastructure
Division/Branch/Unit	Sydney Olympic Park Authority
Location	Sydney
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225311
PCAT Code	1111492
Date of Approval	June 2024
Agency Website	<a href="http://www.sydneyolympicpark.nsw.gov.au">www.sydneyolympicpark.nsw.gov.au</a>

### Agency overview

Sydney Olympic Park is Wangal Country and is located between Greater Sydney's two largest employment centres – the Sydney CBD and Parramatta CBD. It is a mix of land uses that include parklands and nature reserves, environmental conservation, public recreation, sports and events, residential and business uses. By 2030, Sydney Olympic Park will be connected by a station on the Sydney Metro West line and is also part of Parramatta Light Rail Stage 2. This new connectivity created through major infrastructure investment signals a shift in the future role of Sydney Olympic Park.

Sydney Olympic Park Authority are custodians of the Park – being a precinct place manager, as well as a strategic master planner, and development consent authority.

The Authority is established under the Sydney Olympic Park Authority Act 2001 and is part of the NSW Department of Planning & Environment. As well as working closely with the Department, the Authority also needs to regularly engage with other government entities and the surrounding local government areas to achieve the future vision for the precinct.

### Primary purpose of the role

The Senior Publicity & Communications Officer is responsible for leading the Authority's public relations, communications, and media initiatives to strengthen the reputation of Sydney Olympic Park Authority, whilst promoting the vision and positioning Sydney Olympic Park as a thriving suburb. This includes development of proactive communications strategies, ministerial and departmental communication, liaison with key stakeholders and journalists, as well as providing timely expert advice and recommendations to internal stakeholders in response to media enquiries and to support business objectives.

## Key accountabilities

- Support the Manager, Marketing & Communications to deliver the Authority's marketing and communication activities including; strategic communications, public relations, media enquiries and branding to support projects which activate the precinct, deliver great customer experiences and attract and leverage stakeholder investment in Sydney Olympic Park.
- Manage strategic communications to support the business needs of the Authority, including the preparation of PR and communication plans with clear and consistent messaging for stakeholders and customers, development and distribution of media releases, preparation of speeches and presentations, and management of announcements/events and other materials to support the Authority's business objectives.
- Develop and maintain media networks and relationships, activate key stories and opportunities for SOPA and identify issues affecting Sydney Olympic Park. Initiate action or coordinate an effective response to generate positive media coverage and strengthen SOPA's reputation and brand value.
- Manage media and stakeholder engagement content and narrative, including addressing issues, risks or to promote Sydney Olympic Park and the Authority positively.
- Develop and maintain a responsive and efficient working relationship, facilitate timely and effective communication and be a point of contact between the Authority, the Department, and the Ministers Office. Adhere to stringent deadlines and planning to ensure the Minister's Office is advised of relevant matters in a timely fashion.
- Develop legislated communication materials and communicating publicly annual reports, public notifications, consultative materials and other legislated NSW Government communication responsibilities, and other communications support as required.
- Maintaining knowledge and understanding of SOPA's business, keeping up to date with an extensive range Government strategies and announcements and undertaking research to inform briefings and communications to enable agile and accurate responses to changing needs.
- Develop reports to determine outcomes and measure the value of communications initiatives and inform future planning and activity.

## Key challenges

- Operating in a rapidly evolving environment with high media / political interest, and responding to sensitive, highly complex issues and competing demands from a diverse set of stakeholders, interest groups, community, and the Government.
- Ensuring the organisation adheres to Ministerial and NSW Government communications standards, against tight deadlines.
- Maintaining an effective relationship with internal networks, ensuring that communications to key stakeholders is consistent.

## Key relationships

Who	Why
<b>Ministerial</b>	
Office of the Minister	<ul style="list-style-type: none"><li>• Deliver high quality information flows escalating risks, identifying opportunities, and providing advice.</li><li>• Maintain effective relationships to support communication activities.</li><li>• Coordinate delivery of key communication initiatives and ensure a pro-active and responsive approach to enquiries.</li></ul>

Who	Why
<b>Internal</b>	
Manager, Marketing and Communications	<ul style="list-style-type: none"> <li>• Seek direction on team objectives and targets.</li> <li>• Collaborate on strategic and operational elements of the Marketing &amp; Communications Strategy, projects, and campaigns.</li> <li>• Provide regular updates on key projects, issues, and priorities.</li> <li>• Provide expert PR, media and communications advice and implement recommendations.</li> </ul>
Chief Executive and Senior Management	<ul style="list-style-type: none"> <li>• Support the Chief Executive by providing advice regarding high level media, correspondence, issues and liaison with the Department &amp; Minister's Office.</li> </ul>
Marketing and Communications team	<ul style="list-style-type: none"> <li>• Work collaboratively with the team to deliver marketing initiatives, projects, and tasks.</li> <li>• Participate in meetings, keep the team informed of activities and projects, share knowledge and experiences.</li> <li>• Exchange information and advice.</li> </ul>
SOPA Teams	<ul style="list-style-type: none"> <li>• Work collaboratively with the broader Place Management and SOPA teams to provide high quality PR and communications advice and deliver work to achieve desired outcomes.</li> <li>• Work closely with Governance staff and the CEO's office to ensure consistency in communications to stakeholders, department, and the Minister's Office.</li> <li>• Coordinate publicity and media opportunities to support SOPA's business objectives and respond to issues.</li> <li>• Obtain information and seek assistance with the preparation of information in relation to known and emerging issues.</li> </ul>
<b>External</b>	
Departmental media and communications team	<ul style="list-style-type: none"> <li>• Liaising closely to ensure visibility of key issues and ensuring coordinated and consistent approaches.</li> </ul>
Government Agencies (various), local government, media, peak bodies, industry partners	<ul style="list-style-type: none"> <li>• Proactively build key relationships to promote and enhance the reputation of Sydney Olympic Park and Sydney Olympic Park Authority and to support communication activities.</li> <li>• Provide advice and respond to requests for information.</li> <li>• Participate in meetings, forums, groups to represent the Authority and share information.</li> </ul>
Media and journalists	<ul style="list-style-type: none"> <li>• Ensure the Authority's interests are represented in responding to media requests and enquiries.</li> <li>• Promote positive media and communications to enhance the reputation of Sydney Olympic Park and the Authority.</li> </ul>

## Role dimensions

### Decision making

This role has a high level of autonomy and is fully accountable for the delivery of work assignments and projects on time, within budget and to expectations in terms of quality, deliverables and outcomes with minimal input from the manager. This role follows protocols and procedures internal to the Authority and set out by the Department and the Ministers office.

### Reporting line

Manager, Marketing & Communications

The role will often maintain a direct relationship to the Leadership team on PR and media enquiries, as directed.

### Direct reports

Nil

### Budget/Expenditure

Budgets and expenditure are in accordance with approved Annual Budget and financial delegations and procedures subject to project type and sponsoring business unit.

## Key knowledge and experience

- Experience in communication and correspondence protocols in a public sector environment, with specific reference to Ministerial liaison, media liaison and/or public relations.
- Knowledge and understanding of relevant statutory, regulatory and policy frameworks governing the public sector.
- Significant knowledge and experience in news media liaison, journalism and/or corporate and government communications.
- Knowledge of workings of the Australian media landscape, including digital, social and traditional media platforms and channels.

## Essential requirements

- Relevant tertiary qualifications and/or significant relevant industry experience in a communications role with a focus in media and/or public relations.

### 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	<b>Act with Integrity</b> Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical, and professional way and encourage others to do so.</li> <li>Act professionally and support a culture of integrity.</li> <li>Identify and explain ethical issues and set an example for others to follow.</li> <li>Ensure that others are aware of and understand the legislation and policy framework within which they operate.</li> <li>Act to prevent and report misconduct and illegal and inappropriate behaviour</li> </ul>	Adept
	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> <li>Keep up to date with relevant contemporary knowledge and practices.</li> <li>Look for and take advantage of opportunities to learn new skills and develop strengths.</li> <li>Show commitment to achieving challenging goals.</li> <li>Examine and reflect on own performance.</li> <li>Seek and respond positively to constructive feedback and guidance.</li> <li>Demonstrate and maintain a high level of personal motivation</li> </ul>	Advanced
 Relationships	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> <li>Tailor communication to diverse audiences</li> <li>Clearly explain complex concepts and arguments to individuals and groups</li> <li>Create opportunities for others to be heard, listen attentively, and encourage them to express their views.</li> <li>Share information across teams and units to enable informed decision making.</li> <li>Write fluently in plain English and in a range of styles and formats.</li> <li>Use contemporary communication channels to share information, engage and interact with diverse audiences</li> </ul>	Advanced








Capability group/sets	Capability name	Behavioural indicators	Level
 Relationships	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> <li>Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience.</li> <li>Ensure systems are in place to capture customer service insights to improve services.</li> <li>Initiate and develop partnerships with customers to define and evaluate service performance outcomes.</li> <li>Promote and manage alliances within the organisation and across the public, private and community sectors.</li> <li>Liaise with senior stakeholders on key issues and provide expert and influential advice.</li> <li>Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches.</li> <li>Ensure that the organisation's systems, processes, policies, and programs respond to customer needs</li> </ul>	Adept
	<b>Influence and Negotiate</b> Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> <li>Negotiate from an informed and credible position</li> <li>Lead and facilitate productive discussions with staff and stakeholders</li> <li>Encourage others to talk, share and debate ideas to achieve a consensus</li> <li>Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes</li> <li>Influence others with a fair and considered approach and sound arguments</li> <li>Show sensitivity and understanding in resolving conflicts and differences</li> <li>Manage challenging relationships with internal and external stakeholders</li> <li>Anticipate and minimise conflict</li> </ul>	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
	<b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> <li>• Use own and others' expertise to achieve outcomes and take responsibility for delivering intended outcomes.</li> <li>• Make sure staff understand expected goals and acknowledge staff success in achieving these.</li> <li>• Identify resource needs and ensure goals are achieved within set budgets and deadlines.</li> <li>• Use business data to evaluate outcomes and inform continuous improvement.</li> <li>• Identify priorities that need to change and ensure the allocation of resources meets new business needs.</li> <li>• Ensure that the financial implications of changed priorities are explicit and budgeted for</li> </ul>	Adept
	 <b>Think and Solve Problems</b> Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> <li>• Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence.</li> <li>• Anticipate, identify, and address issues and potential problems that may have an impact on organisational objectives and the user experience.</li> <li>• Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience.</li> <li>• Seek contributions and ideas from people with diverse backgrounds and experience.</li> <li>• Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness.</li> <li>• Identify and share business process improvements to enhance effectiveness</li> </ul>	Adept


Capability group/sets	Capability name	Behavioural indicators	Level
	<b>Project Management</b> Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> <li>• Prepare and review project scope and business cases for projects with multiple interdependencies.</li> <li>• Access key subject-matter experts' knowledge to inform project plans and directions.</li> <li>• Design and implement effective stakeholder engagement and communications strategies for all project stages.</li> <li>• Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning.</li> <li>• Develop effective strategies to remedy variances from project plans and minimise impact.</li> <li>• Manage transitions between project stages and ensure that changes are consistent with organisational goals.</li> <li>• Participate in governance processes such as project steering groups</li> </ul>	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
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences, and perspectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy, and guidelines	Adept
	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



Capability group/sets	Capability name	Description	Level
 Business Enablers	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept