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| Cluster | **Planning, Housing and Infrastructure** |
| **Agency** | **Department of Planning, Housing and Infrastructure / Property Development and Valuation** |
| **Division/Branch/Unit** | **Sydney Olympic Park Authority** |
| **Location** | **Sydney Olympic Park** |
| **Role Number** | **TBC** |
| **Classification/Grade/Band** | **Clerk Grade 7/8** |
| **ANZSCO Code** | **225311** |
| **PCAT Code** | **1111492** |
| **Date of Approval** | **March 2024** |
| **Agency Website** | **www.sydneyolympicpark.nsw.gov.au** |

Agency overview

The Department of Planning, Housing and Infrastructure (DPHI) improves the liveability and prosperity of NSW. To achieve this, we create vibrant, productive spaces and precincts, manage lands, assets and property effectively, and deliver affordable and diverse housing.

We strive to be a high performing, world-class public service organisation that celebrates and reflects the full diversity of the community we serve and building the cultural capability of our department to improve outcomes with, and for, Aboriginal people, communities and entities.

We are an inclusive and accessible workplace, where your individual contributions are valued and where everyone is encouraged to feel a sense of connection and belonging. DPHI supports various employee affinity groups, practices flexible working, offers job share and workplace adjustments.

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 1 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, Housing and Infrastructure. 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 Digital Media and Content Officer develops and implements targeted communication strategies, digital content creation, media engagement and audience engagement strategies, designed to positively promote Sydney Olympic Park, support the work of Sydney Olympic Park Authority and deliver on the vision for Sydney Olympic Park to become a thriving suburb.

# Key accountabilities

* Develop, manage and implement effective communications of Sydney Olympic Park Authority’s key projects; events, activations and programs; community and customer engagement initiatives; master plan and development opportunities to multiple audiences.
* Manage, drive and establish relationships to generate positive media coverage and community engagement against annual performance targets.
* Plan, draft, review and promote engaging stories suitable for delivery across multiple platforms and to public audiences by producing engaging content for all communication platforms (traditional media and digital), on a limited budget.
* Prepare and deliver communications about Sydney Olympic Park’s future that reflect the Sydney Olympic Park vision and strategy and strengthen the reputation Sydney Olympic Park Authority to diverse stakeholder and community audiences, and the general community.
* Lead event and program communications and content designed for a range of audiences, to support business objectives of the Authority and generate increased awareness, participation and income generation.
* Manage contentious public relations, community comments and communication issues and provide expert advice and action to the organisation on the most appropriate responses.
* Support the wider objectives of the Marketing and Communications team through the development of other marketing and communication initiatives as required.

# Key challenges

* Driving increased audience reach and engagement in an increasingly fragmented media environment.
* Working autonomously and collaboratively, coordinating multiple communication projects simultaneously, managing inputs from numerous contributors, working within established and tight deadlines.
* Translating complex messages related to the diverse functions of Sydney Olympic Park Authority into communications suitable for diverse audiences, cognisant of the broader contextual environment in which Sydney Olympic Park Authority operates.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager, Marketing and Communications  | * Escalate issues, keep informed, advise, and receive instructions.
* Provide regular updates on key projects, issues, and priorities.
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| Director, Place Management | * Support the Director and key executives through the development of communications strategies and plans to advance the work of SOPA.
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| Work team | * Ensure an integrated organisation approach/ participate in meetings to represent work group perspective and share information.
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| SOPA Staff | * Supporting the organisation’s graphic design needs in terms of developing and implementing communications plans, reporting on projects, and community engagement etc. where relevant.
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| Minister’s Officer and Department  | * Recommend opportunities, escalate issues, keep informed, advise and receive instructions (as delegated by Direct Manager).
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| **External** |  |
| Media  | * Proactive engagement with media to advance the work of SOPA.
* Coordinate requests for interviews or information.
* Media monitoring and enquires.
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| Key Stakeholders  | * Develop and maintain cooperative and productive working relationships in a wide range of social and cultural community segments.
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# Role dimensions

## Decision making

This role has autonomy and makes decisions that are under their direct control and refers to a Manager decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

## Reporting line

Manager, Marketing and Communications

## 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 digital media, public relations and/or issues management
* Experience in developing and commissioning engaging stories and creating content for traditional media or digital channels, including ability to use Adobe Creative Suite.

# Essential requirements

* Relevant tertiary qualifications and/or equivalent experience.

## 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.

| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level**  |
| --- | --- | --- | --- | --- |
|  | **Manage Self**Show drive and motivation, an ability to self-reflect and a commitment to learning | Keep up to date with relevant contemporary knowledge and practicesLook for and take advantage of opportunities to learn new skills and develop strengthsShow commitment to achieving challenging goalsExamine and reflect on own performanceSeek and respond positively to constructive feedback and guidanceDemonstrate and maintain a high level of personal motivation | Adept |
|  | **Communicate Effectively**Communicate clearly, actively listen to others, and respond with understanding and respect | Tailor communication to diverse audiencesClearly explain complex concepts and arguments to individuals and groupsCreate opportunities for others to be heard, listen attentively and encourage them to express their viewsShare information across teams and units to enable informed decision makingWrite fluently in plain English and in a range of styles and formatsUse contemporary communication channels to share information, engage and interact with diverse audiences | Adept |
|  | **Work Collaboratively**Collaborate with others and value their contribution | Encourage a culture that recognises the value of collaborationBuild cooperation and overcome barriers to information sharing and communication across teams and unitsShare lessons learned across teams and unitsIdentify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to workActively 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 | Seek and apply specialist advice when requiredComplete work tasks within set budgets, timeframes and standardsTake the initiative to progress and deliver own work and that of the team or unitContribute to allocating responsibilities and resources to ensure the team or unit achieves goalsIdentify any barriers to achieving results and resolve these where possibleProactively change or adjust plans when needed | Intermediate |
|  | **Think and Solve Problems**Think, analyse and consider the broader context to develop practical solutions | Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidenceAnticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experienceApply creative-thinking techniques to generate new ideas and options to address issues and improve the user experienceSeek contributions and ideas from people with diverse backgrounds and experienceParticipate in and contribute to team or unit initiatives to resolve common issues or barriers to effectivenessIdentify and share business process improvements to enhance effectiveness | Adept |
|  | **Project Management**Understand and apply effective planning, coordination and control methods | Understand all components of the project management process, including the need to consider change management to realise business benefitsPrepare clear project proposals and accurate estimates of required costs and resourcesEstablish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirementsIdentify and evaluate risks associated with the project and develop mitigation strategiesIdentify and consult stakeholders to inform the project strategyCommunicate the project’s objectives and its expected benefitsMonitor the completion of project milestones against goals and take necessary actionEvaluate progress and identify improvements to inform future projects | 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 | Intermediate |
| relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
| results | Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
| business-enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Foundational |
| business-enablers | Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Intermediate |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |