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# Projects Advisor

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| **Cluster** | **Planning Housing and Infrastructure** |
| **Department/Agency** | **Department of Planning, Housing and Infrastructure** |
| **Division/Branch/Unit** | **Corporate Services / Digital and Customer/Engagement and Experience** |
| **Role number** | **51014040** |
| **Classification/Grade/Band** | **Clerk Grade 7/8** |
| **ANZSCO Code** | **225311** |
| **PCAT Code** | **1221492** |
| **Date of Approval** | **April 2025** |
| **Agency Website** | **https://www.nsw.gov.au/departments-and-agencies/department-of-planning-housing-and-infrastructure** |

## 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
* 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 builds the cultural capability of our department to improve outcomes with and for Aboriginal people, communities and entities.

## Primary purpose of the role

This role is responsible for contributing to the delivery, facilitation and implementation of communications activities to support the success of programs and initiatives of the department.

## Key accountabilities

* Coordinate a range of communication and engagement plans and activities for change management projects, strategies and policies that align with the goals of the department and NSW Government.
* Collaborate with key internal business units to provide strategic communications advice and solutions to meet project objectives.
* Design communication materials to execute over a range internal and external channels; including social media, intranet, website, public facing advertising and the department intranet, and liaising with designers to develop visual collateral as required.
* Develop leadership messages, intranet content, news stories, briefs, video scripts, presentations, speeches and respond to incoming queries.
* Maintain strong relationships and collaborate with the business units and senior executives to support the successful delivery of communications services.
* Develop communications approaches, campaign executions and carry out their evaluations.

## Key challenges

* Designing and implementing communication strategies that are tailored to the required audience whilst still capturing the attention and engaging staff.
* Promoting programs, services, activities and initiative by maintaining skills and knowledge of contemporary trends, research, emerging technologies and best practice in communication tools and methodologies.

## Key relationships

**Internal**

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| --- | --- |
| Who | Why |
| Line Manager | * Receive instructions and provide required specialist support.
* Provide accurate and expert advice, recommendations and solutions to manage work program issues.
* Provide progress reports on work outcomes.
* Inform of emerging and sensitive issues or conflicts.
* Contribute to the development and implementation of the Branch business plan and work program.
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| Client executive team, client groups and business units across DPHI | * Maintain collaborative working relationships.
* Support to build strong working relationships with stakeholders.
* Liaise to understand program priorities and provide advice on effective community and stakeholder engagement approaches.
* Work closely to incorporate stakeholder views and develop consistent, best practice and integrated engagement strategies, plans and communications.
* Support to draft written materials
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| Team members | * Collaborate to share information on programs and projects.
* Participate in team meetings and contribute ideas to improve program, service delivery and work outcomes.
* Liaise to manage production of communication materials as needed.
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**External**

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| --- | --- |
| Who | Why |
| NSW and other government agencies, local government, media, peak bodies, interest groups, industry partners, community representatives and individuals | * Maintain effective relationships to support communications activities.
* Liaise DPHI to coordinate delivery of appropriate information and key messages.
* Respond in timely manner seeking relevant approvals.
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## Role dimensions

### Decision making

The role:

* Organises their day to day work program.
* Devises an appropriate method for handling issues, working closely with the Manager, and determines who to consult and what level of consideration to give regarding different views, advice and information received.
* Refers to the Manager those decisions with involve the management of contentious issues or potential risk to the Department’s brand and image, or which require a higher delegation or approval.

### Reporting line

### Planning & Manager Engagement

### Direct reports

Nil

### Budget/Expenditure

Nil

## Essential requirements

* Tertiary qualifications in communications or other related discipline and/or relevant 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** |
| --- | --- | --- | --- |
| personal-attributes | **Act with Integrity**Be ethical and professional, and uphold and promote the public sector values | Represent the organisation in an honest, ethical and professional waySupport a culture of integrity and professionalismUnderstand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conductRecognise and report misconduct and illegal and inappropriate behaviourReport and manage apparent conflicts of interest and encourage others to do so | Intermediate |
| personal-attributes | **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 |
| relationships | **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 |
| relationships | **Commit to Customer Service**Provide customer-focused services in line with public sector and organisational objectives | Focus on providing a positive customer experienceSupport a customer-focused culture in the organisationDemonstrate a thorough knowledge of the services provided and relay this knowledge to customersIdentify and respond quickly to customer needsConsider customer service requirements and develop solutions to meet needsResolve complex customer issues and needsCooperate across work areas to improve outcomes for customers | Intermediate |
| results | **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 |
| results | **Think and Solve Problems**Think, analyse and consider the broader context to develop practical solutions | Identify the facts and type of data needed to understand a problem or explore an opportunityResearch and analyse information to make recommendations based on relevant evidenceIdentify issues that may hinder the completion of tasks and find appropriate solutionsBe willing to seek input from others and share own ideas to achieve best outcomesGenerate ideas and identify ways to improve systems and processes to meet user needs | Intermediate |
| business-enablers | **Technology**Understand and use available technologies to maximise efficiencies and effectiveness | Identify opportunities to use a broad range of technologies to collaborateMonitor compliance with cyber security and the use of technology policiesIdentify ways to maximise the value of available technology to achieve business strategies and outcomesMonitor 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 | Intermediate |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| relationships | Work Collaboratively | Collaborate with others and value their contribution | 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 | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |
| business-enablers | Project Management | Understand and apply effective planning, coordination and control methods | Foundational |