|  |  |
| --- | --- |
| Cluster | Climate Change, Energy, the Environment and Water |
| Agency | Energy Corporation of NSW |
| Group/Division/Branch | Various |
| Classification/Grade/Band | Clerk Grade 9/10 |
| OSCA Code | 221231 |
| PCAT Code | 1119192 |
| Date of Approval | April 2025 |
| Agency Website | www.energyco.nsw.gov.au |

**Agency overview**

The Energy Corporation of NSW (EnergyCo) is a statutory corporation established under the Energy and Utilities Administration Act 1987 and governed by its Board, appointed by the Minister for Energy. EnergyCo is a Staff Agency employing all EnergyCo staff and is an agency related to the Department of Climate Change, Energy, the Environment and Water (DCCEEW).

EnergyCo plays a pivotal role in the NSW Government’s Electricity Infrastructure Roadmap, which aims to transform the state’s electricity system into one that is cheap, clean, and reliable. As Infrastructure Planner under the Electricity Infrastructure Investment Act 2020, EnergyCo is responsible for leading the delivery of the State’s first five Renewable Energy Zones (REZs) and the first two priority transmission infrastructure projects (PTIPs), which are located in the Central-West Orana, New England, South West, Hunter-Central Coast, and Illawarra regions. We work closely with communities, investors, and industry to investigate, plan, recommend and coordinate generation, storage and network infrastructure projects.

**Primary purpose of the role**

The Senior Projects Communication Advisor works closely with project teams and the Community Engagement and Media team to deliver high quality and timely communications outputs across the planning, delivery and construction phases of Renewable Energy Zones for EnergyCo. The role contributes to the development of multi-platform communications strategies for major initiatives, manages stakeholder and community engagement and coordinates responses to media enquiries.

**Key accountabilities**

* Support the development and implementation of contemporary, professional and innovative communications strategies for Renewable Energy Zones (REZs) and priority transmission infrastructure projects, working with project team/s to ensure strategic, fit-for-purpose and consistent communication and engagement initiatives across EnergyCo.
* Build strong internal and external stakeholder relationships to collaborate on initiatives and identify opportunities, providing strategic guidance and support for public awareness and community engagement activities.
* Contribute to REZ related media strategy by supporting relationships with the media, responding to project-related media enquiries, assisting with asset preparation for proactive media engagement and monitoring media coverage.
* Developand drive the implementation of innovative engagement initiatives targeting key industry audiences, stakeholders and communities (such as online webinars and forums) to improve how regional communities are informed and involved.
* Plan and deliver proactive and reactive content across web and social media channels, managing content calendars, monitoring stakeholder sentiment and responding to community feedback and commentary in a timely manner.
* Maintain technical and stylistic compliance to maximise inclusivity and ensure content meets standards for all platforms and content.
* Ensurecompliance with reporting requirements required by the NSW Government, EnergyCo and project teams, identifying project successes and opportunities for improvements using digital trends and stakeholder sentiment.

**Key challenges**

* Balancing competing priorities and time constraints to deliver effective and impactful content strategies.
* Keep abreast with industry best practices, changing content demands and emerging trends to continually improve customer-centric content strategies.
* Establish robust planning, communications systems, and risk management processes to uphold the organisation’s reputation while managing stakeholder expectations and maintaining brand integrity.

**Key relationships**

|  |  |
| --- | --- |
| **Who** | **Why** |
| **Internal** |  |
| Manager | * Receive guidance from and provide regular updates on all communications initiatives, events, issues and priorities |
| Team | * Contribute and work collaboratively to ensure project outcomes are achieved |
| Staff within the Division, and other internal stakeholders | * Inform and educate, and ensure staff are aware of the strategic direction of EnergyCo, NSW Government objectives, and key technical and regulatory changes * Address any issues and concerns. |
| **External** |  |
| Consultants, vendors & contractors | * Seek input and ensure agreed contract and service deliverables are met |

**Role dimensions**

**Decision making**

* Manages own workload prioritising tasks based on project need, and reputation risk
* Recommends potential strategies and actions to support internal and external communication strategies for EnergyCo and the project
* Builds networks throughout the Department and with external stakeholders

**Reporting line**

Manager

**Direct reports**

Nil

**Budget/Expenditure**

Nil

**Key Knowledge and Experience**

* Experience working on communications for energy projects or major infrastructure delivery is highly regarded.

**Essential requirements**

* Tertiary qualifications in communications, social media, public relations and/or equivalent experience.
* Capacity and willingness to travel to regional locations, and to work outside of core business hours in the evening and on weekends.
* Current Australian Drivers licence (Class C minimum).

**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** |
| --- | --- | --- | --- | --- |
| A close-up of a sign  Description automatically generated | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | | Represent the organisation in an honest, ethical and professional way  Support a culture of integrity and professionalism  Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct  Recognise and report misconduct and illegal and inappropriate behaviour  Report and manage apparent conflicts of interest and encourage others to do so | Intermediate |
| A close-up of a sign  Description automatically generated | **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 practices  Look for and take advantage of opportunities to learn new skills and develop strengths  Show commitment to achieving challenging goals  Examine and reflect on own performance  Seek and respond positively to constructive feedback and guidance  Demonstrate 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 audiences  Clearly explain complex concepts and arguments to individuals and groups  Create opportunities for others to be heard, listen attentively and encourage them to express their views  Share information across teams and units to enable informed decision making  Write fluently in plain English and in a range of styles and formats  Use contemporary communication channels to share information, engage and interact with diverse audiences | Adept |
| A close-up of a sign  Description automatically generated | **Commit to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | | Focus on providing a positive customer experience  Support a customer-focused culture in the organisation  Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers  Identify and respond quickly to customer needs  Consider customer service requirements and develop solutions to meet needs  Resolve complex customer issues and needs  Cooperate across work areas to improve outcomes for customers | Intermediate |
| A green square with a check mark in it  Description automatically generated | **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 |
| A green square with a check mark in it  Description automatically generated | **Demonstrate Accountability**  Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | | Be proactive in taking responsibility and being accountable for own actions  Understand delegations and act within authority levels  Identify and follow safe work practices, and be vigilant about own and others’ application of these practices  Be aware of risks and act on or escalate risks, as appropriate  Use financial and other resources responsibly | Intermediate |
|  | **Project Management**  Understand and apply effective planning, coordination and control methods | | Prepare and review project scope and business cases for projects with multiple interdependencies  Access key subject-matter experts’ knowledge to inform project plans and directions  Design and implement effective stakeholder engagement and communications strategies for all project stages  Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning  Develop effective strategies to remedy variances from project plans and minimise impact  Manage transitions between project stages and ensure that changes are consistent with organisational goals  Participate in governance processes such as project steering groups | 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** |
| --- | --- | --- | --- | --- |
| A yellow sign with black text  Description automatically generated | Display Resilience and Courage | | Be open and honest, prepared to express your views, and willing to accept and commit to change | Adept |
|  | 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 | Intermediate |
|  | Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Adept |
|  | Deliver Results | | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
|  | Think and Solve Problems | | Think, analyse and consider the broader context to develop practical solutions | Adept |
| A purple square with black text and black gears  Description automatically generated | Finance | | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
|  | Technology | | Understand and use available technologies to maximise efficiencies and effectiveness | Intermediate |
|  | Procurement and Contract Management | | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |