

Role Description

Communications Officer



Role Description Fields	Details
Cluster	Climate Change Energy Environment and Water
Department/Agency	Lord Howe Island Board
Division/Branch/Unit	Business and Corporate Services
Role number	ED22/6635
Classification/Grade/Band	LHI Officer Grade 5
ANZSCO Code	225311
PCAT Code	1119192
Date of Approval	28 October 2022
Agency Website	http://www.lhib.nsw.gov.au

Agency overview

The Lord Howe Island Board (LHIB) is a statutory authority established under the provisions of the Lord Howe Island Act 1953. The Board is responsible to the NSW Minister for the Environment and comprises four Islanders elected by the local community and three members appointed by the Minister. It is charged with the care, control and management of the Island and the affairs and trade of the Island. It is also responsible for the care, improvement and welfare of the Island and residents. "Island" as defined by the Act includes Lord Howe Island and all adjacent islands and coral reefs within one marine league of the Island. Ball's Pyramid and adjacent islands are also included in this definition.

The Lord Howe Island Board has a clear Charter to exercise community leadership, protect and preserve the environment, support the Island's economy, manage land, provide infrastructure and services to the Island community and build a strong and healthy community.

The Lord Howe Island Board is part of the Climate Change, Energy, the Environment and Water cluster. Our vision is to create thriving environments, communities and economies for the people of New South Wales.

Primary purpose of the role

Prepare and deliver a range of marketing, communication content, products and services to deliver strategic and operational objectives of the Board.

Key accountabilities

- Ensure all communication and community engagements are in line with LHIB plans and strategies.
- Work collaboratively with management and across teams to develop and deliver a range of internal and external content – including newsletters, public notices, papers, presentations, brochures, website content, and social media.
- Maintain the LHIB website and social media channels.
- Create engaging content, undertake copywriting, and apply basic graphic design to ensure quality output that is consistent with LHIB branding guidelines.
- Develop and review press releases, news articles and other documents in close liaison with cluster and ministerial services staff.

- Maintain the LHIB's 'digital asset management library' including images and templates.
- Assist the development and presentation of key internal business documents such as annual reports and year in review documents, leveraging innovative and dynamic platforms to reach our internal and external audiences.
- Work closely with the management team to develop subject matter and audience specific content for all platforms.

Key challenges

- Prioritising the daily workload and providing an efficient turnaround service given that the position works across business units with competing priorities.
- Understanding the role each team plays, to ensure timely advice and guidance in relation to the team's stakeholder engagement and communication needs and ensuring that issues of accessibility in preparing and delivering communication are taken into account.
- Staying abreast of technology, social media and other applications for the benefit of the role and team.

Key relationships

Internal

Who	Why
Manager	<ul style="list-style-type: none"> • Receive guidance and direction on specific tasks to be completed including priorities • Discuss work allocated, providing updates on key issues and process. • Escalate issues as appropriate
Team Members	<ul style="list-style-type: none"> • Interact with and work collaboratively to achieve Board outcomes • Share information and discuss solutions to problems with colleagues
Cluster and Ministerial staff	<ul style="list-style-type: none"> • Seek advice and provide timely and accurate responses

External

Who	Why
Contractors	<ul style="list-style-type: none"> • Coordinate outsourced external services

Role dimensions

Decision making

- Work independently within the constraints of relevant strategies, policies, procedures and legislation
- The role determines its own priorities in consultation with team staff, there are occasions when the role seeks guidance from the Manager regarding work priorities
- Makes recommendations to improve processes and standards

Reporting line

Senior Manager Business and Corporate Services

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience sourcing content from and working with a complex range of internal stakeholders.
- Experience writing content for and managing multi-channel marketing and communications campaigns and formal business documents.
- Proficient in the use of computer programs and applications relevant to the role
- Experience in setup of and directly supporting and monitoring social media and email marketing platforms

Essential requirements

- Excellent written communication skills; both informal, and formal business writing
- A detail-oriented approach with the ability to multi-task
- High proficiency in Microsoft Word, Excel and PowerPoint

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.

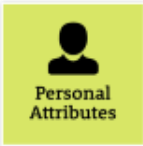
The capabilities are separated into focus capabilities and complementary capabilities

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
	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none">• 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



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

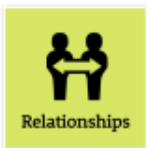


Commit to Customer Service

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

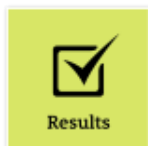


Work Collaboratively

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

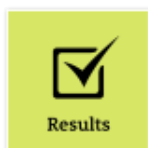


Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the team and unit objectives and align operational activities accordingly
- Initiate and develop team goals and plans, and use feedback to inform future planning
- Respond proactively to changing circumstances and adjust plans and schedules when necessary
- Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals
- Accommodate and respond with initiative to changing priorities and operating environments

Intermediate



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 opportunity
- Research and analyse information to make recommendations based on relevant evidence
- Identify issues that may hinder the completion of tasks and find appropriate solutions
- Be willing to seek input from others and share own ideas to achieve best outcomes
- Generate ideas and identify ways to improve systems and processes to meet user needs

Intermediate



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

- Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks
- Use available technology to improve individual performance and effectiveness
- Make effective use of records, information and knowledge management functions and systems
- Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies

Intermediate

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	Foundational

	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational