Role Description
Senior Advisor Media

Role Description Fields	Details
Department/Agency	Department of Customer Service
Division/Branch/Unit	Customer, Delivery & Transformation / Brand, Digital and Communication
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225311
OSCA Code	221231
PCAT Code	1331492
Role Family/Function/Type	Marketing, Communications & Engagement
Date of Approval	19 August 2019 (Updated in Nov 2026)
Agency website	www.customerservice.nsw.gov.au

Primary purpose of the role

Manage the development, coordination and delivery of media responses and releases, and effective story development for the organisation.

Key accountabilities

- Monitor media issues impacting the department and identify opportunities and emerging issues of importance and consequence to develop appropriate media strategies in response.
- Research and prepare media releases and responses, holding statements, Q&As and other materials to contribute to the provision of accurate and timely advice on media opportunities and potential social media opportunities for senior management and Ministers' offices.
- Maintain a sound understanding of Departmental and business portfolio priorities and challenges and develop and maintain professional relationships with business partners, the ministers' offices, key media contacts and other stakeholders to liaise, negotiate, advise, influence and collaborate with, to optimise media and story development effectively.
- Develop and maintain key internal and external media-based relationships while maintaining appropriate business confidentiality and exercising a high level of probity and procedural correctness to support effective and trusted media engagement.
- Manage the development and implementation of media events to promote the organisation's work and support government announcements and major reforms and to streamline and improve the efficiencies of Media Unit processes, systems and services.
- Work with agencies and business units to identify, plan and execute proactive media opportunities and social media opportunities, to support 24/7 media-on-call service.
- Collaborate with specialists across the Division and Branch to ensure that best practice is applied and clients receive a seamless story development service.
- Stay abreast of government obligations, contemporary best practice and emerging issues in converging communications and contribute to the development and implementation of strategic story initiatives to support the Department's media and reputation management.

Key challenges

- Negotiating and prioritising delivery of media services for stakeholders to meet deadlines while managing changing and conflicting priorities and adhering to Departmental policies and priorities.
- Delivering outcomes while heavily relying on input and approval from multiple stakeholders.
- Advising and influencing colleagues, ministers' offices and other stakeholders on contemporary media approaches including blogging and social media.

Key relationships

Ministerial

Who	Why
Ministers' Officers	• Keep informed, advise, influence and negotiate

Internal

Who	Why
Executive	• Escalate issues, keep informed, advise – e.g. program/project status, sensitive and emerging issues, proposed responses to media enquiries, proposed media strategies to • Mitigate any reputation risk
Director and Manager	• Receive guidance and direction • Escalate issues, keep informed, advise • Advise on program/project status, sensitive and emerging issues
Work Team	• Support team members and work collaboratively to achieve business outcomes • Provide advice, reports, data, analysis • Participate in meetings, present information on program/project status, sensitive and emerging issues
Client/Customer	• Negotiate outcomes and timeframes • Work collaboratively, report on and guide the implementation of strategies and projects • Negotiate, influence, resolve and provide solutions to issues • Contribute to a client-focused approach to service delivery

External

Who	Why
Stakeholders/Media Contacts	• Develop and maintain effective working relationships and open channels of communication • Engage with, consult, provide and obtain information • Negotiate, influence, report on and guide effective outcomes

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' 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. This role submits reports, business cases and other forms of written advice with minimal input from the manager.

Reporting line

Manager, Media

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service delegations

Essential requirements

- Appropriate qualifications and/or relevant industry experience.
- May be required to work out of hours

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
	**Display Resilience and Courage** Be open and honest, prepared to express your views, and willing to accept and commit to change	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Acknowledge when someone challenges your ideas, seek to understand why and respond appropriately • Raise and work through challenging issues and seek alternatives • Respond professionally when under pressure and in challenging situations	Adept
	**Manage Self** Be persistent, self-reflect and commit to learning	• Keep up to date with contemporary knowledge and practices • Seek and take advantage of opportunities to learn and apply new skills • Commit to achieving challenging goals • Seek and respond positively to constructive feedback and advice • Examine and reflect on your performance	Adept
	**Communicate Effectively** Communicate clearly, pay attention to others and respond with understanding and respect	• Present with credibility, engage diverse audiences and test whether they understand you • Translate technical and complex information clearly and concisely for different audiences • Create opportunities for others to contribute to discussion and debate • Set an example by promoting information sharing across your organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to share information and communicate with diverse audiences • Leverage insights from people with lived experience to shape communication and engagement strategies • Write clearly, concisely and persuasively in a range of styles and formats	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customers' experience and engage people with lived experience to inform service improvements • Create opportunities to learn about and measure what is important to customers by engaging with a wide range of customer experience • Use customer data, feedback and insights to improve service delivery • Find opportunities to collaborate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in your area of expertise • Connect and collaborate with relevant customers from the community	Adept
	**Influence and Negotiate** Gain consensus and commitment from others, and resolve issues and conflicts	• Influence others with a fair and thoughtful approach and present persuasive counter arguments • Work towards mutually beneficial, win-win outcomes • Show sensitivity and understanding when resolving serious and complex conflicts and differences • Identify key stakeholders and gain their support in advance • Negotiate from a clear position, based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Anticipate and minimise conflict within your organisation and with external stakeholders • Use evidence, including data insights, to create persuasive stories	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
	**Deliver Results** Achieve results by using resources efficiently and committing to quality outcomes	• Use your own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Ensure staff understand expected goals and acknowledge staff success in achieving these • Identify the resources people need and ensure goals are achieved within budget and on time • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the way resources are allocated meets new business needs • Ensure you budget for and clearly state the financial impacts of new priorities	Adept
	**Think and Solve Problems** Think, analyse and consider the broader context to develop practical solutions	• Make recommendations based on evidence by researching and critically analysing information and identifying interrelationships • Anticipate, identify and deal with issues and potential problems that may impact organisational goals and the customer experience • Think creatively to come up with new ideas to resolve issues and improve customer experience • Seek input and ideas from people with different backgrounds and experiences • Participate in and contribute to team or business unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness • Analyse data and information to identify insights and communicate findings in a clear and meaningful way	Adept
	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Identify opportunities to collaborate using a range of technologies • Monitor compliance with policies for cyber security and acceptable technology use • Identify and evaluate how technology supports business strategies and objectives, raising concerns where outputs may be inappropriate • Monitor compliance with your organisation's records, information and knowledge management requirements • Check that outputs from systems and digital tools support objectives and meet expected standards	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
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and use effective ways to plan, coordinate and control projects	Intermediate