Role Description
Senior Coordinator Projects and Communications

Role Description Fields	Details
Cluster	Customer Service
Department/Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Departmental Officer Grade 9/10 & Clerk Grade 9/10
ANZSCO Code	221231
OSCA Code	225311
PCAT Code	1331492
Role Family/Function/Type	Marketing, Communications & Engagement / Communications
Date of Approval	May 2021 (2026 capabilities updated Nov 2026)
Agency website	www.customerservice.nsw.gov.au

Primary purpose of the role

Manage strategic and operational stakeholder communications, engagement and change initiatives to facilitate the delivery of organisational and NSW Government objectives.

Key accountabilities

- Collaborate with communications subject matter experts to develop and implement effective communications using a range of channels, technology, and methods to support delivery of organisational objectives and positive customer experience
- Manage the development of Communications, Engagement Plans and Change Plans for projects and key initiatives and provide strategic advice to ensure they are consistent with contemporary industry trends and best practice
- Manage content development and editing of external channels, ensuring the content is current and recommend strategies for continuous improvement
- Implement and monitor engagement activities to ensure external stakeholders are informed and engaged
- Review and manage the planning and delivery of initiatives that will improve communications, engagement, and change strategies to enhance project and operations delivery
- Provide timely and relevant expert advice to internal stakeholders on customer and stakeholder engagement strategies to inform decision making and achieve business objectives
- Manage and coordinate engagement with business to understand priorities and issues, to apply insight and strategy and ensure optimal service delivery of communications and specific outreach initiatives, dialogue and other forms of engagement to meet organisational objectives
- Undertake research and formulate recommendations to support evidence-based communications and engagement initiatives

Key challenges

- Effectively managing multiple projects and negotiating priorities given the diverse range of issues to be resolved within the defined timeframes with the business areas
- Consulting, negotiating, and building relationship with internal stakeholders, while managing their expectations and negotiating competing priorities
- Deliver outcomes in an environment of heavy reliance on input and approval from multiple stakeholders.

Key relationships

Internal

Who	Why
Manager	• Escalate issues, keep informed and receive direction • Provide advice and report on progress of projects and activities • Identify emerging issues/risks and their implications and propose solutions • Deliver tasks assigned by manager
Direct Reports/Work team	• Support team members and work collaboratively to contribute to achieving the business outcomes • Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice • Represent work group perspective and share information • Review work and proposals of team members
Client/Customer	• Provide expert advice on a range of project related issues and strategies • Optimise communications and engagement to achieve defined outcomes • Manage expectations and resolve issues

External

Who	Why
Customers/Stakeholder	• Develop and maintain effective working relationships and open channels of communication • Engage with, consult, provide and obtain information • Work collaboratively, negotiate, report on and guide effective outcomes
Vendors/Service Providers and Consultants	• Communicate needs, facilitate routine business transactions and resolve issues • Negotiate and approve contracts and service agreements • Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements

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

Direct reports

Various

Budget/Expenditure

As per the Customer Service Delegations

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
	**Manage Self** Be persistent, self-reflect and commit 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, pay attention 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	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community	Adept
	**Influence and Negotiate** Gain consensus and commitment from others, and resolve issues and conflicts	• Use facts, knowledge and experience to support recommendations • Work towards positive and mutually satisfactory outcomes • Identify and resolve issues in discussion with other staff and stakeholders • Identify others' concerns and expectations • Respond constructively to conflict and disagreements and be open to compromise • Keep discussions focused on the key issues	Intermediate

	**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
	**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 technology to maximise efficiencies and effectiveness	• Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements	Adept

People management	**Manage and Develop People** Engage with and motivate staff, and develop their capability and potential	• Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes • Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the influences of bias when managing team members • Seek feedback on own management capabilities and develop strategies to address any gaps • Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way • Monitor and report on team performance in line with established performance development frameworks	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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
Personal attributes	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Intermediate
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
Results	Deliver Results	Achieve results by using resources efficiently and committing to quality outcomes	Adept
Results	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept
Business enablers	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 apply effective project planning, coordination and control methods	Intermediate
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support and champion change, and help others to engage with change	Intermediate