

SECTION LEAD, MEDIA AND COMMUNICATIONS

Unit	Corporate and Communications	Area	Media and Communications
Agency	The NSW Institute of Sport	Classification	NSWIS Grade 3, Level 3
ANZSCO code	225311	PCAT code	1331462
Reports to	Director, Corporate & Communications	Date of approval	17 September 2024

ORGANISATIONAL OVERVIEW

The NSW Institute of Sport [NSWIS] is a high-performance sporting organisation that supports Australian athletes to become world's best. We reach all regions of New South Wales (NSW) with an Olympic and Paralympic training facility based at Sydney Olympic Park and high-performance hubs across NSW that provide world class daily training environments for our athletes and coaches. Our experts work in collaboration with partners within the national sporting system to create and deliver high performance support services and environments to prepare athletes and coaches for international competition.

ROLE PURPOSE

Reporting to the Director, Corporate and Communications (DCC) this role is responsible for developing and driving the NSWIS media and communication strategies. The Section Lead, Media and Communications will be pivotal in ensuring that NSWIS's communications and engagement strategies strengthen NSWIS's positioning across our stakeholder groups (athletes, partners, the NSW Government, and community) by increasing engagement and understanding of NSWIS's purpose.

This role takes the lead on generating all written media and communications content for the organisation.

KEY PERFORMANCE AREAS

- Provide leadership of the Media and Communications team, set direction, manage performance and build a high-performing team.
- Manage, develop, review and implement NSWIS media, communications, and digital strategies; ensuring alignment with organisational objectives and increasing awareness of NSWIS purpose and reputation to promote, support and activate stakeholder partnerships and business opportunities.
- Support the DCC in the implementation of the Institute's Government Relations Strategy, by building relationships with targeted NSW Ministerial offices, driving proactive engagement with key stakeholders and demonstrating the Institute's value proposition to the NSW community.
- Build and retain strong relationships with key NSW media delegates to assist with securing proactive media coverage to promote NSWIS initiatives, performances and expertise to support stakeholder engagement strategies and the achievement of annual targets.
- Oversee and prepare a wide range of correspondence and written material for the NSWIS Chief Executive Officer (CEO) and DCC including briefs, speeches, presentations, CEO updates, and reports on a diverse range of issues including Ministerial and Board papers.
- Support the DCC with responses to critical incidents, and lead responses to media enquiries, while establishing proactive traditional media strategies to promote NSWIS achievements and initiatives.
- Act as the central point of contact for all media enquiries, and with the support of the Administrator Media and

Communications, liaise with stakeholders to provide interviews, background information, site visits to ensure all enquiries are managed appropriately.

- Lead and manage the internal communication strategy with collaboration from People & Culture to design and execute a comprehensive internal communications program that informs, educates, and engages employees, fostering a high-performance culture and promoting key initiatives through diverse communication channels.
- Deliver effective communications strategies for benchmark event campaigns (e.g. Olympic and Paralympic Games) by partnering with key internal and external stakeholders and developing strong media relationships.

KEY CHALLENGES

- Develop strong relationships with Ministerial staff and NSW Government agencies across key portfolios including the Minister for Sport to deliver upon objectives in a proactive manner.
- Deliver accurate communications, responses and reports within often very limited timeframes, in a complex stakeholder environment.
- Deliver compelling communication strategies and campaigns that strengthen brand positioning and awareness, supporting the realisation of business outcomes.

KEY RELATIONSHIPS

Who	Why
CEO and DCC	To provide media and communications expertise to support the achievement of organisational objectives and contribute to management of business strategies
Direct reports	Supervise, mentor, develop and provide direction
NSWIS Staff	To work collaboratively to enable performance
Government and external agencies	To maintain effective governance, align with the system, reporting and advocating for the positioning of NSWIS
Media Partners	To provide develop strong relationships to ensure partnership growth and longevity

ROLE DIMENSIONS

Budget	\$650,000
Authority / approval level	\$10,000
Direct reports	Coordinator, Digital and Design Administrator, Media and Communications

KEY EXPERIENCE AND KNOWLEDGE

Experience	Knowledge
<ul style="list-style-type: none"> ▪ 7+ years demonstrated Media and Communications management experience and/or relevant senior level experience in a complex business environment. ▪ Demonstrated experience in providing strategic 	<ul style="list-style-type: none"> ▪ Knowledge of the Australian high-performance sport environment ▪ Comprehensive knowledge of government communication policies and standards ▪ Knowledge of current trends and best practice in






<p>and operational expertise across a broad range of marketing and communications functions to management, staff, and boards.</p> <ul style="list-style-type: none"> ▪ Proven experience developing awareness, commercial, digital and communication strategies aligned with business objectives. ▪ Demonstrated experience influencing and leveraging relationships to gain commitment to actions. ▪ Demonstrated experience in providing strategic and operational expertise across a broad range of media and communications functions. ▪ Demonstrated experience in writing formal reports, correspondence and editorial content. 	<p>media and communications</p> <ul style="list-style-type: none"> ▪ Understanding of language requirements/styles for different communication platforms
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ESSENTIAL REQUIREMENTS

Essential	Desirable
<ul style="list-style-type: none"> ▪ Relevant tertiary qualifications (e.g. communications, business, marketing) or similar level demonstrated experience ▪ Valid Driver’s licence ▪ Sport Integrity Australia (SIA) Anti-Doping Fundamentals and Annual Update ▪ Working with Children’s Check (WWCC) 	<ul style="list-style-type: none"> ▪ Excellent media contacts within the sporting industry ▪ Current First Aid & CPR certificate ▪ Intermediate/advanced knowledge of MS Office programs ▪ Sport Integrity Australia (PBTR) Child Protection and Safeguarding

CAPABILITY SUMMARY

The [NSW Public Sector Capability Framework](#) is a foundational tool that supports the public sector to attract, recruit, develop and retain a responsive and capable workforce. Below are the capabilities and level required to successfully perform this role. The capabilities in **bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability Group	Capability Name	Level
	Display Resilience and Courage	Intermediate
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Advanced
	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Adept
	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

FOCUS CAPABILITIES

The focus capabilities are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours expected at that level. Focus capabilities are aligned with the role's key performance areas.

Group and Capability	Level	Behavioural Indicators
Personal Attributes Manage self	Adept	<ul style="list-style-type: none"> 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
Relationships Communicate effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage diverse audiences and test levels of understanding Translate technical and complex information clearly and concisely for diverse audiences Create opportunities for others to contribute to discussion and debate Contribute to and promote information sharing across the organisation Manage complex communications that involve understanding and responding to multiple and divergent viewpoints Explore creative ways to engage diverse audiences and communicate information Adjust style and approach to optimise outcomes Write fluently and persuasively in plain English and in a range of styles and formats

Group and Capability	Level	Behavioural Indicators
Relationships Influence & negotiate	Advanced	<ul style="list-style-type: none"> Influence others with a fair and considered approach and present persuasive counterarguments Work towards mutually beneficial 'win-win' outcomes Show sensitivity and understanding in resolving acute and complex conflicts and differences Identify key stakeholders and gain their support in advance Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise Anticipate and minimise conflict within the organisation and with external stakeholders
Results Deliver results	Adept	<ul style="list-style-type: none"> Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes Make sure staff understand expected goals and acknowledge staff success in achieving these Identify resource needs and ensure goals are achieved within set budgets and deadlines Use business data to evaluate outcomes and inform continuous improvement Identify priorities that need to change and ensure the allocation of resources meets new business needs Ensure that the financial implications of changed priorities are explicit and budgeted for
Results Demonstrate accountability	Adept	<ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions Ensure that own actions and those of others are focused on achieving organisational outcomes Exercise delegations responsibly Understand and apply high standards of financial probity with public monies and other resources Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety Conduct and report on quality control audits Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks
Business enablers Project management	Adept	<ul style="list-style-type: none"> Understand all components of the project management process, including the need to consider change management to realise business benefits Prepare clear project proposals and accurate estimates of required costs and resources Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Identify and evaluate risks associated with the project and develop mitigation strategies Identify and consult stakeholders to inform the project strategy Communicate the project's objectives and its expected benefits Monitor the completion of project milestones against goals and take necessary action Evaluate progress and identify improvements to inform future projects
People management Manage & develop people	Adept	<ul style="list-style-type: none"> 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
People management Inspire direction & purpose	Adept	<ul style="list-style-type: none"> Promote a sense of purpose, and help the team to understand the strategic direction of the organisation and the needs of customers and stakeholders Translate broad organisational strategy and goals into tangible team goals and explain the links for the team Ensure that team objectives and outcomes lead to the implementation of government priorities and create value for customers and stakeholders Work to remove barriers to achieving goals