

DEPARTMENT OF PLANNING, TRANSPORT AND INFRASTRUCTURE

ROLE STATEMENT

Position Title: Manager Media, Engagement and Communications

Section : Customer Experience

Division: People and Business

Classification Level MAS3 **ANZSCO Code** TBA

Delegate Approval of Role Statement

Michael Deegan	Chief Executive	_____	/03/2015
Name	Title	Signature	Date

Organisation Overview

The Department of Planning, Transport and Infrastructure (DPTI) works as part of our community to deliver effective planning policy, efficient transport and social and economic infrastructure. This is done by working as a values based organisation harnessing the diversity of our purposes and our people to improve the lifestyle of all South Australians. By working together we capitalize on a unique and powerful opportunity – to connect with every part of our community and deliver positive outcomes every day.

Role Overview

The Manager, Media, Engagement and Communications is responsible for providing high level leadership to a team of staff and the management of significant resources to lead, oversee and ensure the effective delivery of departmental coordination, media, engagement and communications functions across DPTI. In this capacity the position leads the critical planning, development and implementation of Ministerial coordination and support to ensure that all engagement and business matters between the Minister's Office and the agency are managed efficiently and effectively. This includes being responsible for strategically determining, planning, managing and overseeing the delivery of Ministerial correspondence, FOI and Proactive Disclosure functions, DPTI parliamentary engagement and briefing, and the administration of leave requirements for DPTI staff within the Minister's Office.

The Manager, Media, Engagement and Communications also leads the strategic planning and day-to-day management of DPTI media, internal and external communications and community engagement. In this capacity the position proactively leads the innovative development and implementation of strategies, projects and initiatives that influence and guide positive and broad changes and improvements in DPTI and Ministerial communication, media and engagement outcomes across the full range of delivery channels.

A key function of this role, and the Unit, is to manage and ensure the development of an overall picture of, and strategic directions and improvement recommendations to address, the interconnections and emerging gaps, risks issues associated with the key areas under management. Within this context, the position is also a member of the Departmental Executive team and is required to provide a range of high level advice to senior Executives in relation to the sensitive and critical work that is undertaken within the Unit.

The Manager is accountable to the General Manager for:

- Leading and managing a range of complex and critical programs, projects, systems and/or services that are consistent with agency and whole of government strategies, policies and priorities and deliver the Section's objectives, including leading and managing change within DPTI.
- Leading, influencing and motivating staff, clients and others in the achievement of difficult and sometimes conflicting objectives.
- Resolving complex issues with innovative solutions that are consistent with the SA strategic objectives and national and international developments.
- Shaping, monitoring and evaluating business plans to achieve substantial improvement in a core aspect of the department.
- Formulating policies and practices that influence the direction on key corporate issues, position the organisation to meet future challenges and enable the achievement of the Section's goals and objectives.
- Managing substantial and complex resources to achieve corporate goals.
- Leading major programs, projects, systems and/or services affecting key and core elements of the agency's mission or operations.
- Negotiating ideas and concepts with the Chief Officer and General Managers to achieve the adoption of specific procedures, methods and strategies.

Key Outcomes

Lead and manage a range of complex and critical programs, projects, systems and/or services, including change within DPTI, that are consistent with agency and whole of government strategies, policies and priorities and deliver the Section's objectives by:

- a) leading and managing cohesive teams of high performing staff including implementing robust staff performance, re-deployee and development processes that recognise success and meet business needs
- b) shaping and leading specialised and strategic planning functions including the development of services, systems and/or programs to meet diverse customer needs and improve a core aspect of department operations
- c) championing the agency's vision, values and goals, and leading and managing change within DPTI including identifying opportunities, transforming ideas into actions and operating within a whole of government context that takes account of multiple perspectives
- d) developing and implementing quantitative evaluation and risk management mechanisms including leading the delivery and reporting of performance benchmarking and audits
- e) initiating and overseeing the development of policies, strategies, standards and procedures that achieve Section objectives and facilitate excellence in outcomes
- f) collaborating with staff across the Agency to lead investigations and projects that address critical risks and disputes with innovative solutions consistent with SA strategic objectives and national and international developments.

Lead and ensure the delivery of strategic advice to stakeholders across South Australia by:

- a) representing the General Manager including participating on relevant committees, forums and working groups to provide expert advice and promote government and DPTI policy on complex and critical matters

- b) providing an expert senior point of contact in relation to the Section's activities and working collaboratively with key internal and external stakeholders to influence and support the development of strategies and policy
- c) delivering high level advice and consultancy in relation to the effective engagement of stakeholders and management of service providers and contracts to achieve the Section's objectives
- d) providing a range of specialised and strategic advice to executive and managers across the agency in support of high level planning, operational efficacy and the resolution of complex or sensitive issues
- e) overseeing the research and development of high level departmental documents, correspondence, and advice, for dissemination to senior DPTI staff and/or the Minister's Office.

Deliver leadership and expertise for the efficient and effective management and operation of the Section by:

- a) ensuring positive cooperation with all other Sections to implement cohesive strategic planning and decision making activities and processes that meet relevant legislative requirements
- b) driving the implementation of organisational change and improvement initiatives to maximise results across all operations, including negotiating with key stakeholders on changes, issues or opportunities
- c) working in collaboration with the General Manager to determine and secure Section finances and managing significant resources that drive the delivery of operations, programs, projects and initiatives
- d) developing and managing the implementation of new innovative and outsourced business models that achieve efficiencies in agency operations and meet customer expectations
- e) developing and implementing corporately aligned customer service strategies that ensure the provision of prompt, efficient and responsive services
- f) modelling and implementing DPTI's and the public sector's social and ethical values and standards that comply with legislative requirements and lead community expectations.

Ensure that a safe and healthy work environment, free from discrimination is provided for employees by:

- a) taking a leadership role in implementing a range of Section workforce initiatives for aboriginal recruitment and retention, women in leadership, and workers compensation
- b) ensuring that respect amongst staff and colleagues is modelled, understood and that workplace diversity is embraced
- c) implementing departmental human resource policies
- d) ensuring that the principles of Equal Employment Opportunity, WHS, Customer Service and Ethical Conduct are a normal part of doing business
- e) managing industrial relations issues appropriately as they arise.

Special Conditions

Some out-of-hours work will be required. Intra/interstate travel necessitating overnight absences may be required.

Essential Selection Criteria

Qualifications / Licences

- a) Nil.

Person Capabilities

- a) Extensive experience in driving for outcomes through leading, motivating and influencing a diverse range of staff in the delivery of strategic programs, projects, systems and/or services that efficiently utilise allocated resources.
- b) Demonstrated strategic thinking and ability to act with urgency, accept and expect responsibility, successfully lead and implement solutions and change and risk management initiatives across an organisation.
- c) Proven ability to work under broad Government and/or Agency directions in determining measuring and improving performance outcomes and strategically planning multifaceted activities to achieve corporate objectives.
- d) Comprehensive knowledge of the issues, risks, trends and directions associated with the assigned services, systems and/or programs, particularly within the context of social, economic and commercial considerations.
- e) Successful experience in influencing sensitive negotiations that engage stakeholders and demonstrate commitment to customers, with high level writing skills that deliver clear and concise advice appropriate to the audience.
- f) Demonstrated understanding of Aboriginal and Torres Strait Islander peoples' cultures and social issues, with the ability to recognise and address barriers to Aboriginal and Torres Strait Islander people's participation in departmental policies, programs and services.
- g) Demonstrated commitment to the principles and practices of equal employment opportunity, customer service, ethical conduct, and an understanding of, experience in, and ability to manage to the spirit and principles of the Premier's Safety and Wellbeing Declaration and the legislative requirements of the Work Health and Safety Act 2012, utilising AS/NZS ISO31000:2009 Risk Management, or to an equivalent set of standards.
- h) Demonstrated commitment and ability to facilitate culture change through implementation of the Public Sector code of ethics and Professional Conduct Standards within that code, and the DPTI Values which include:
 - i. **Collaboration** – “At DPTI we work collaboratively as one team to serve the South Australian community. This means our diversified teams work together to achieve our shared goals.”
 - ii. **Honesty** – “At DPTI we are honest, open and act with integrity. This means we are truthful, sincere and transparent in our decision making and act at all times in such a way as to uphold the trust of the people we work with.”
 - iii. **Excellence** – “At DPTI we are committed to excellence in everything we do. This means we use our energy, skills and resources to make whatever we're doing the best. We are committed to ensuring the Health and Safety of our employees and customers.”
 - iv. **Enjoyment** – “At DPTI we enjoy our work and recognise our success. This means we have fun at work, celebrate our achievements and of foster an environment where our people can thrive.”
 - v. **Respect** – “At DPTI we respect, understand and value ourselves and every person in our business. This means we listen embrace diversity in others and have a consistent application in our approach to one another.”