

# Role Description

## Senior Advisor Public Affairs (Executive)

Cluster	Stronger Communities
Agency	Legal Aid NSW
Division/Branch/Unit	Executive Unit
Location	Central Sydney
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	132411
PCAT Code	3222292
Date of Approval	8 May 2025

### Agency overview

Legal Aid NSW is the largest legal aid agency in Australia, comprising a Central Sydney office and 28 regional offices in metropolitan and regional centres across NSW including the three satellite offices located at Walgett, Moree and Bourke and a number of specialist services and advice clinics. It was established under the *Legal Aid Commission Act 1979* as an independent authority to assist economically and socially disadvantaged people to understand and protect their rights in the legal system.

Working with private lawyers, Legal Aid NSW provides legal advice, information and minor assistance and legal representation to eligible people in Civil, Family and Criminal law. Legal Aid NSW also provides alternative dispute resolution services, community legal education programs, and publications on legal issues.

### Primary purpose of the role

This role directly supports the CEO by providing expert advice and assistance in executive strategic communication and engagement with internal and external stakeholders. This includes media and other strategic public engagement, as well as managing senior relationships with key government and non-government parties at a State and National level. The role will also support the implementation of strategic projects as required by the Executive and the CEO.

### Key accountabilities

- Interpret and provide expert communications advice directly to the CEO
- Provide expert advice to stakeholders as required
- Support strategic projects and activities as required by the Executive and CEO
- Lead the development and delivery of a portfolio of activities projects.
- Establish and maintain stakeholder relationships through effective communication, negotiation and issues management to engage stakeholders at a State and National level.
- Advise on opportunities to enhance and promote Legal Aid NSW's public engagement with key stakeholders and assist in these activities
- Support the work of National Legal Aid.

- Support the Executive in public engagement activities including speech writing.

## Key challenges

- Managing complex and sensitive consultations and negotiations with diverse stakeholders, within agreed timelines, given their varying expectations, viewpoints and interests
- Achieving multiple project objectives, given limited resources and tight deadlines, and the need to identify project interdependencies and balance competing demands and priorities

## Key relationships

Who	Why
<b>Internal</b>	
CEO	<ul style="list-style-type: none"> <li>• Receive advice and report on progress on CEO driven business priorities</li> <li>• Provide expert advice and contribute to decision making</li> <li>• Identify emerging issues/risks and their implications and propose solutions</li> </ul>
Internal Legal Aid teams	<ul style="list-style-type: none"> <li>• Guide, support, coach and mentor</li> <li>• Lead discussions and decisions regarding key projects and deliverables</li> <li>• Collaborate with the Legal Aid NSW Communications Team on strategic internal and external communications projects</li> </ul>
Stakeholders	<ul style="list-style-type: none"> <li>• Provide expert advice on a range of project related issues and strategies</li> <li>• Optimise engagement to achieve defined outcomes</li> <li>• Manage expectations and resolve issues</li> </ul>
<b>External</b>	
Stakeholders	<ul style="list-style-type: none"> <li>• Engage in, consult and negotiate the development, delivery and evaluation of projects</li> <li>• Manage expectations and resolve issues</li> </ul>
Service Providers and Consultants	<ul style="list-style-type: none"> <li>• Communicate needs, facilitate routine business transactions and resolve issues</li> <li>• Negotiate and approve contracts and service agreements</li> <li>• Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements</li> </ul>

## Role dimensions

### Decision making

This role works with a level of autonomy and provides the CEO support with advice and project implementation. The role is accountable for advice provided and recommendations made.

## Reporting line

Chief Executive Officer

## Direct reports

Senior Media Advisor

## Budget/Expenditure

N/A

## Essential requirements

- Relevant tertiary qualifications
- Demonstrated high level communication (written and verbal) and interpersonal skills
- Experience in strategic communications (especially legal sector strategic communications)
- Experience in media affairs or journalism
- Highly developed analytical skills
- Demonstrated ability to collaborate effectively with a broad range of stakeholders






## Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

## Capability summary

Below is the full list of capabilities and the level required for 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.

## NSW Public Sector Capability Framework

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

### Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> <li>Stay calm and act constructively in highly pressured and unpredictable environments</li> <li>Give frank, honest advice in the face of strong, contrary views</li> <li>Accept criticism of own ideas and respond in a thoughtful and considered way</li> <li>Welcome new challenges and persist in raising and working through novel and difficult issues</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues</li> <li>Present with credibility, engage varied audiences and test levels of understanding</li> <li>Translate technical and complex information concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Actively listen and encourage others to contribute inputs</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in a range of styles and formats</li> </ul>
<b>Relationships</b> Influence and Negotiate	Adept	<ul style="list-style-type: none"> <li>Negotiate from an informed and credible position</li> <li>Lead and facilitate productive discussions with staff and stakeholders</li> <li>Encourage others to talk, share and debate ideas to achieve a consensus</li> <li>Recognise and explain the need for compromise</li> <li>Influence others with a fair and considered approach and sound arguments</li> <li>Show sensitivity and understanding in resolving conflicts and differences</li> <li>Manage challenging relations with internal and external stakeholders</li> <li>Pre-empt and minimise conflict</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering on intended outcomes</li> <li>Make sure team/unit staff understand expected goals and acknowledge success</li> <li>Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Think and Solve Problems	Advanced	<ul style="list-style-type: none"> <li>Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues</li> <li>Work through issues, weigh up alternatives and identify the most effective solutions</li> <li>Take account of the wider business context when considering options to resolve issues</li> <li>Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Business Enablers</b> Project Management	Advanced	<ul style="list-style-type: none"> <li>• Implement systems and processes that underpin high quality research and analysis</li> <li>• Prepare scope and business cases for more ambiguous or complex projects including cost and resource impacts</li> <li>• Access key subject-matter experts' knowledge to inform project plans and directions</li> <li>• Implement effective stakeholder engagement and communications strategy for all stages of projects</li> <li>• Monitor the completion of projects and implement effective and rigorous project evaluation methodologies to inform future planning</li> <li>• Develop effective strategies to remedy variances from project plans, and minimise impacts</li> <li>• Manage transitions between project stages and ensure that changes are consistent with organisational goals</li> </ul>
<b>People Management</b> Optimise Business Outcomes	Adept	<ul style="list-style-type: none"> <li>• Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives</li> <li>• Allocate resources to ensure achievement of business outcomes and contribute to wider workforce planning</li> <li>• Ensure that team members base their decisions on a sound understanding of business principles applied in a public sector context</li> <li>• Monitor performance against standards and take timely corrective actions</li> <li>• Keep others informed about progress and performance outcomes</li> </ul>