Role Description

Agency	**NSW Ombudsman**
Role Title	**Senior Communications Officer**
Branch/Division/Unit	**Strategy, Governance, Risk and Data Branch, Communications & Media Unit**
Location	**Sydney CBD**
Classification/Grade/Band	**Clerk Grade 9/10**
Senior Executive Work Level Standards	**NA**
Kind of Employment	**Ongoing or temporary**
ANZSCO Code	**225311**
PCAT Code	**3991111492**
Date of Approval	**19 November 2026**
Agency Website	**www.ombo.nsw.gov.au**

Agency overview

The NSW Ombudsman is an independent integrity agency that pursues fairness for the people of NSW. We strive to ensure that those entrusted with public power and resources fulfil their responsibilities and treat everyone fairly.

The Ombudsman has a range of statutory functions. These can be broadly grouped into the following 3 categories, which align with the office's 3 organisational divisions:

- handling complaints about, and where necessary investigating, the conduct of public authorities and community service providers – primarily the focus of the Complaints and Investigations Division
- oversighting compliance and performance of certain NSW Government and community sector programs and systems through monitoring, auditing, inquiries, conducting reviews and reporting – primarily the focus of the Systems Oversight and Reviews Division
- delivering tools, guides and other resources, and providing educational and training services, to support capacity building by public authorities and community service providers – primarily the focus of the People, Performance and Sector Improvement Division.

The People, Performance and Sector Improvement Division is also responsible for the office's strategic, corporate and supporting functions.

Primary purpose of the role

Lead the delivery of internal and external communication plans, content and initiatives to support the objectives in the NSW Ombudsman's Strategic Plan. The role's primary focus will be to ensure:

- the public understand our role, can access our services, and have trust and confidence that we will help.
- the Manager, Communications and Media is supported to promote and deliver communications and media initiatives and innovation; and serve as a change agent throughout the organisation.
- the ongoing implementation of the NSW Ombudsman Communications Strategy.

Key accountabilities

- As part of a team, lead the delivery and implementation of internal and external communication strategies and activities to achieve key business and project objectives as required, including communications planning, content creation, project management and stakeholder relations and management.
- Develop and implement communication plans for reports to parliament, key projects, events, strategic initiatives and internal staff engagement, including measurement and evaluation.
- Contribute to the management, maintenance, governance and improvement of NSW Ombudsman's internal and external channels (website, intranet, social media and staff newsletter) including content creation, content updates, work requests, and briefing and managing external vendor services.
- Work with the Manager, Communications and Media and external service providers to understand, apply and advise on web/digital/social media policies, procedures, and any state and federal legislation that impact those channels (e.g. information privacy, accessibility).
- Provide strategic communications guidance to internal clients on various operational and strategic activities, including projects and change management.
- Plan and facilitate media campaigns.
- In support of the Manager, Communications and Media, lead the planning and implementation of key communications projects.
- Undertake analysis and provide regular reporting on communications and media performance across all digital platforms using a variety of analytical tools, to determine effectiveness of communication activities and media, and to make recommendations to improve performance, awareness, and engagement.

Key challenges

- Developing and maintaining effective, collaborative internal and external relationships and networks for the successful delivery of timely, accurate and engaging content and media engagement across multiple channels and platforms.
- Operating in a complex and dynamic environment, requiring close attention to deliverables, and the capacity to manage workload with competing priorities and diverse stakeholder needs, while delivering to the required quality standards and targets.
- Understanding our office's statutory functions and acting within the NSW Ombudsman's internal policies and legislative frameworks, notably the Ombudsman Act 1974 (the Act).

Key relationships

Who	Why
Internal	
Direct Manager	• Receive broad guidance, provide expert advice and support, consult and negotiate on key operational priorities and exchange information
Communication and Media Team colleagues	• Provide guidance and support, exchange knowledge and information with team members • Maintain friendly, professional, collaborative working relationships
Senior Executive & Other Senior Staff	• Receive instruction and seek guidance on key issues and projects • Maintain professional, collaborative working relationships • Take a customer-focused approach to role
Staff throughout the office	• Take a customer-focused approach with regards to their business needs • Advise on best practice communications approaches • Maintain professional, collaborative working relationships • Present information to staff in various forms

External	
Media	• Build and manage relations under the direction of the Manager, Communications and Media
Vendors/Contract project managers	• Develop collaborative partnerships where appropriate • Maintain professional working relationships • Proactively share knowledge and information where appropriate
External Stakeholders	• Develop and maintain effective relationships with stakeholders and vendors
External Committees and Other Oversight Agencies	• Represent the Ombudsman, when requested, in relevant sector/industry committees and meetings • Form collaborative partnerships and enable information sharing where appropriate

Role dimensions

Decision making

The Senior Communications Officer operates with some level of autonomy, makes day-to-day decisions for themselves relating to work priorities and workload management, and is accountable for the quality, integrity and accuracy of content and advice provided.

Reporting line

This role reports to the Manager, Communications and Media.

Direct reports

This role has no direct reports.

Budget/expenditure

The role does not have budgetary responsibility.

Essential requirements

Employment at the NSW Ombudsman is subject to the satisfactory completion of security and related vetting including, in part, a criminal records check; signed understanding and acceptance of a range of policies; two statutory declarations relating to conflicts of interest, arrests, charges, convictions and a health declaration.

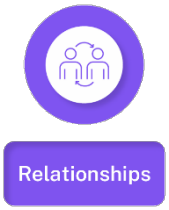
The occupant of the role is required to have appropriate tertiary qualifications or demonstrated equivalent professional experience.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at The Capability Framework | NSW Public Service Commission.

Capability summary

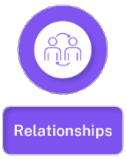
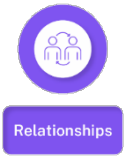
Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability group	**Capability name**	**Level**
	**Display resilience and courage**	**Adept**
	Act with integrity	**Adept**
	Manage self	Adept
	Value diversity and inclusion	Intermediate
	**Communicate effectively**	**Advanced**
	Commit to customer service	Adept
	Work collaboratively	**Adept**
	Influence and negotiate	Intermediate
	**Deliver results**	**Adept**
	Plan and prioritise	**Adept**
	Think and solve problems	**Adept**
	Demonstrate accountability	Intermediate
	Finance	Intermediate
	Technology	**Adept**
	Procurement and contract management	Intermediate
	Project management	**Adept**

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.

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

Capability group/sets	Capability name	Behavioural indicators	Level
	**Act with integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent your organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Promote a workplace culture that values high ethical standards and behaviour • Act to prevent and report misconduct and inappropriate behaviour • Put strategies in place to manage and monitor conflicts of interest • Ensure that others are aware of and understand the legislation and policy framework within which they operate	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
	**Work collaboratively** Collaborate with others and value their contribution	• Encourage a workplace culture that values collaboration • Communicate with other teams to improve information sharing • Share lessons learned with other teams and business units • Identify opportunities to collaborate with stakeholders, including people with lived experience, to develop better processes and solutions • Actively use digital information platforms, collaboration tools and other digital technologies to share information and work with diverse audiences to solve problems and improve services • Consider diverse cultural perspectives to provide insights into collaborative work	Adept

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
	**Plan and prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, business unit and your organisation when prioritising work • Set, prioritise, consult on and develop team and business unit goals, strategies and plans • Anticipate, assess and respond appropriately to the impact of changes, including changes to government policy and economic conditions, on team or business unit goals • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust plans accordingly	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

Capability group/sets	Capability name	Behavioural indicators	Level
	**Technology** Understand and use available technology 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
	**Project management** Understand and use effective ways to plan, coordinate and control projects	• Understand all components of the project management process, including the need for change management to achieve 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 with stakeholders, including people with lived experience to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take steps to address any problems • Evaluate progress and identify improvements to inform future projects	Adept