

Role Description

Community Education Coordinator

Cluster	Stronger Communities
Department/Agency	NSW Trustee & Guardian
Division/Branch/Unit	Customer Experience / Customer Engagement
Role number	TBA
Classification/Grade/Band	Clerk Grade 5/6
Senior executive work level standards	Not Applicable
ANZSCO Code	134499
PCAT Code	1119183
Date of Approval	9 May 2022
Agency Website	www.tag.nsw.gov.au

Agency overview

NSW Trustee & Guardian protects, promotes and supports the rights, dignity, choices and wishes of the people of NSW. The agency supports the Chief Executive Officer and the Public Guardian to provide customer-centred services to the people of NSW, including some of the state's most vulnerable. We do this by providing a range of multidisciplinary services including Will-making, estate planning, executorship, trustee, financial management and guardianship services.

We write more than 13,000 estate planning documents each year, support over 47,000 customers annually and manage over seven billion dollars in customer assets. A NSW government agency within the Stronger Communities Cluster, our services help support and protect people at critical moments in their lives.

Division overview

The Customer Experience division provides a wide range of specialist support across NSW Trustee & Guardian divisions including customer advocacy support, service design, business development, marketing, brand, communications, and media services.

Primary purpose of the role

The role is responsible for supporting the development and coordination of NSW Trustee & Guardian's community engagement activities to increase brand awareness and uptake of Wills and Estate Planning services. The role will also be required to support and deliver community education events and presentations across NSW, building local community networks, partnerships and connections across a broad range of stakeholders.

Key accountabilities

- Coordinate and implement successful state-wide community education activities that meet the requirements of diverse community groups and are consistent with NSW Trustee & Guardian's Customer Excellence Principles.

- Assist in building and maintaining strategic relationships with external stakeholders to positively drive demand for NSW Trustee & Guardian's Wills and Estate Planning services in close consultation and collaboration with key internal stakeholders.
- Assist in delivery of high quality and cost-effective state-wide community education activities to drive increased demand for services, seeking out lead generation opportunities for customer conversions through community and promotional engagement activities.
- Contribute to developing organisational capability, delivering best practice community education activities and communications.
- Assist in developing a range of community engagement tools and techniques, with a focus on lead generation, ensuring a seamless customer journey through to acquisition and retention.
- Assist in developing a range of tools and techniques to evaluate performance and measure success.

Key challenges

- Managing work outputs, competing demands and priorities to generate favourable outcomes for customers and stakeholders.
- Balancing consistency in approach with delivering services across a large geographic area that meets the individual needs of NSW Trustee & Guardian's diverse customers.
- Working with peers to lift community education capability and commercial acumen in a complex legally oriented service delivery environment.

Key relationships

Internal	
Who	Why
Senior Manager Customer Engagement	<ul style="list-style-type: none"> • Collaborate with to discuss team work strategies, priorities, providing updates on key issues and progress.
Community Education Officer	<ul style="list-style-type: none"> • Report to and collaborate with to discuss work strategies and priorities, providing updates on key issues and progress. • Escalates issues as appropriate. • Seek direction and support.
Regional Manager Wills and Estate Planning	<ul style="list-style-type: none"> • Collaborate with to drive community education and business development strategies that support the Wills and Estate Planning goals.
Wills and Estates Planning network	<ul style="list-style-type: none"> • Provide operational advice, assistance, and support, driving community education and business development activities and communications.
Customer Experience Marketing team	<ul style="list-style-type: none"> • Collaborate and drive support of Wills and Estates Planning campaign and communications activities.
Customer Experience Division	<ul style="list-style-type: none"> • Collaborate, contribute to divisional projects and initiatives. Provide expert advice and information to support colleague's work.
External	
Who	Why
Customers and families	<ul style="list-style-type: none"> • Communicate to provide expert services and advice.
Wills and Estate Planning Partners	<ul style="list-style-type: none"> • Engage with partners and stakeholders and manage relationships by working collaboratively, communicate, consult and provide information to deliver timely and quality service to customers.

Community organisations, other government organisations, service providers and other stakeholders	<ul style="list-style-type: none"> • Build and maintain effective and strong strategic relationships to build brand awareness and increase demand for NSW Trustee & Guardian products and services. • Work collaboratively, communicate, consult, and provide information to deliver timely and quality service to potential customers.
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Role dimensions

Decision making

The role makes decisions on community engagement activities for Wills and Estate Planning services, ensuring performance targets and service delivery standards are met. The role is required to make decisions regarding community education and business development initiatives, and effective management of the Will and Estate Planning marketing budget including exercising relevant financial delegations, monitoring and reporting on performance metrics.

Consultation with the Community Education Officer takes place as necessary and on substantial decisions that may have strategic significance.

Reporting line

This role reports to the Community Education Officer.

Direct reports

Nil.

Budget/Expenditure

Nil.

Key knowledge and experience

- Demonstrated experience in community education and business development programs that drive commercial outcomes.
- Ability to translate complex information and deliver information to a diverse range of customer groups that meets their needs.

Essential requirements

- Tertiary qualifications and/or equivalent knowledge, skills and experience in a relevant discipline or industry such as services sector, professional and or community focussed areas.
- Current driver licence and ability to travel across NSW as required.
- Available to work after hours and weekends as required.
- Up to date COVID-19 vaccination status and able to provide acceptable proof

Checks and Clearances

Appointments are subject to reference checks. Some roles may also require the following checks/clearances:

- National Criminal History Record Check in accordance with the Disability Inclusion Act 2014.
- Working with Children Check clearance in accordance with the Child Protection (Working with Children) Act 2012.

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.

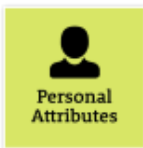
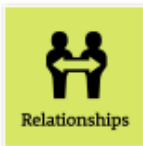
The capabilities are separated into **focus capabilities** and **complementary capabilities**

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
	Value Diversity and Inclusion Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	<ul style="list-style-type: none">• Be responsive to diverse cultures, backgrounds, experiences, perspectives, values and beliefs• Seek participation from others who may have different backgrounds, perspectives and needs• Be open to different perspectives and experiences in generating ideas and solving problems• Adapt well in diverse environments• Respond constructively to feedback regarding observations of bias in language or behaviour	Intermediate
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none">• 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

 Relationships	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • 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
 Results	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed 	Intermediate
 Business Enablers	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> • Perform basic research and analysis to inform and support the achievement of project deliverables • Contribute to developing project documentation and resource estimates • Contribute to reviews of progress, outcomes and future improvements • Identify and escalate possible variances from project plans 	Intermediate

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
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational