Role Description

Manager Communications & Brand

Cluster	Creative Industries, Tourism, Hospitality and Sport
Department/Agency	NSW Institute of Sport
Division	Corporate Services
Classification/Grade	NSWIS
Senior executive work level standards	Not Applicable
Location	Sydney Olympic Park
OSCA Code	112231
PCAT Code	1339192
Date of Approval	11 November 2026
Agency Website	NSW Institute of Sport (NSWIS)

Agency overview

The NSW Institute of Sport [NSWIS] is a high performance sporting organisation that supports exceptional athletes and inspires NSW communities. We reach all regions of NSW with an Olympic and Paralympic training facility based at Sydney Olympic Park and high performance hubs across NSW that provide world leading daily training environments. Our experts work in collaboration with national sporting system partners to deliver high performance support services and environments to prepare athletes and coaches for international competition.

NSWIS plays an integral part in Australia's High Performance 2032+ Sport Strategy – Win Well. We are committed to building an inclusive and sustainable sporting system that is athlete focused, exceptionally led and purposefully collaborative.

We ensure athlete safeguarding is prioritised and that the integrity of sport is embedded in our organisation.

Primary purpose of the role

The Manager, Communications and Brand is responsible for leading the development and implementation of NSWIS communications, commercial growth strategy, and brand functions, safeguarding and enhancing organisational reputation through strategic communications and leadership, expert media counsel, and the delivery of a commercial program that diversifies NSWIS revenue. The role is responsible for integrated communications strategies that support NSWIS and NSW Government priorities, inform and engage staff and stakeholders, and strengthen community engagement with NSWIS.

Key accountabilities

- Lead and manage a high performing communications team, establishing strategic approaches that protect and enhance organisational reputation, support Government priorities, and foster a culture of collaboration, accountability, innovation and continuous improvement.
- Provide authoritative communications and media advice to senior executives and Ministerial stakeholders sensitive and high-profile issues and ensuring effective management of reputational risk.
- Act as the principal communications advisor to the General Manager – Corporate Services and CEO on issues of strategic significance, reputational risk, government relations and stakeholder engagement.
- Lead and deliver integrated communications, media and engagement strategies.
- Support the GM, Corporate Services to lead the management of contentious, emerging and crisis issues, anticipating reputational impacts, coordinating responses and providing strategic communications counsel during periods of media scrutiny.
- Build and maintain influential relationships with Ministerial offices, executives, media representatives and key stakeholders to support strategic outcomes, facilitate effective communication and strengthen the Institute's public profile.
- Build and manage an effective internal communications program that engages and educates employees, supports the development of our high performance culture, and raises awareness of key initiatives.
- Oversee compliance with NSW Government communication policies and drive organisational reporting, including the development of the Annual Report, to relevant Government agencies and offices (e.g., Office of Sport, Department of Creative Industries, Tourism, Hospitality and Sport, Minister for Sport, etc) to ensure a coordinated and consistent approach.
- Lead the development and delivery of NSWIS's commercial growth strategy and partnership portfolio, identifying, negotiating and securing commercial revenue opportunities that contribute to long-term organisational sustainability.
- Prepare and present strategic reports, analyses and recommendations to the Executive Committee and Board.
- Contribute as a member of the Corporate Services leadership team to organisational planning, strategic initiatives and the delivery of NSWIS corporate objectives.
- Lead the delivery all NSWIS events including the annual NSWIS Awards, Team Sessions and staff awards.

Key challenges

- Develop strong relationships with Ministerial staff and NSW Government agencies across key portfolios including Minister for Sport to deliver upon objectives.
- Increase non-government revenue (and in-kind) growth opportunities, capitalising on the opportunities of a home Games in 2032.
- Deliver accurate communications responses and reports, within often very limited timeframes, in a complex stakeholder environment.
- Deliver compelling Communication and Brand strategies and campaigns that strengthen brand positioning and awareness, supporting the realisation of business outcomes.

Key relationships

Internal

Who	Why
CEO and General Manager, Corporate Services	• To provide communications and brand 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 and coaches	• To work collaboratively to enable performance

External

Who	Why
Journalists and media personnel	• Respond to media enquiries. • Liaise with key media to pitch stories and negotiate outcomes. • Seek media opportunities to promote Departmental goals, objectives and priorities. • Build and foster a network of journalistic contacts.
Other NSW Government stakeholders	• Represent the Department in inter-governmental fora. • Establish professional networks with other NSW clusters and agencies and with similar roles across other jurisdictions. • Enhance engagement by building and maintaining effective relationships and establish strategic alliances and networks with key government agencies. • Develop whole of government approaches on key issues, negotiate consistent policies and promote the efficient utilisation of resources.
Industry, community and other stakeholders	• Foster effective, collaborative and sustainable working relationships to provide information on program objectives. • Liaise to ensure program and service delivery meets current and evolving agency and program objectives and expected outcomes. • Collaborate to obtain required input to deliver timely program outcomes and resolve emerging issues. • Influence in adoption of new approaches and responses.

Ministerial

Who	Why
Office of the Minister and government agencies	• Enhance engagement by building and maintaining effective relationships.

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control. Refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate.

The role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables, and outcomes.

Reporting line

This role accounts and reports to the General Manager, Corporate Services.

Direct reports

Section Lead, Media and Communications
Coordinator, Commercial Projects and Events
Senior Coordinator, Digital & Design
Multimedia Content Creator (non-direct report)

Budget/Expenditure

Budget $1 million
Authority and approval level $20,000

Key knowledge and experience

- Demonstrated experience operating at a strategic level, advising senior leaders on media, communications, and engagement strategy development and delivery
- Proven experience developing brand, commercial, digital and communication strategies and campaigns
- Proven record in contentious issues management and campaign planning and delivery
- Proven experience negotiating and securing mutually beneficial partnerships
- Exceptional writing skills
- Knowledge of the Australian high performance sport environment
- Comprehensive knowledge of government communication practices and policies (highly desirable)
- Knowledge of current trends and best practice in communications and brand
- Understanding of language requirements/styles for different communication platforms
- Experience working in government or sporting industries is desirable but not essential

Essential requirements

- Current Working with Children check
- Relevant tertiary qualifications (e.g., marketing, business, communications) or similar level demonstrated experience
- Current driver's license
- Ability to be on call and work outside of standard business hours.

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.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	**Manage Self** Be persistent, self-reflect and commit to learning	• Keep up to date with contemporary knowledge and practices • Seek and take advantage of opportunities to learn and apply new skills • Commit to achieving challenging goals • Seek and respond positively to constructive feedback and advice • Examine and reflect on your performance	Adept
 Relationships	**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
	**Commit to Customer Service** Provide customer-focused services in line with public	• Promote an inclusive, customer-focused culture in your organisation and consider new ways of working to improve customer experience	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
Relationships	sector and organisational objectives	• Ensure that your organisation's systems, processes, policies and programs collect customer feedback and insights, and use these to inform your response to customer needs • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage partnerships within your organisation and across the public, private and community sectors • Communicate with senior stakeholders about key issues and provide expert and influential advice • Consider customers' experience when designing business processes and improving services • Encourage new ideas and creative ways to involve customers in designing business processes and improving services	
 Relationships	**Influence and Negotiate** Gain consensus and commitment from others, and resolve issues and conflicts	• Influence others with a fair and thoughtful approach and present persuasive counter arguments • Work towards mutually beneficial, win-win outcomes • Show sensitivity and understanding when resolving serious and complex conflicts and differences • Identify key stakeholders and gain their support in advance • Negotiate from a clear position, based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Anticipate and minimise conflict within your organisation and with external stakeholders • Use evidence, including data insights, to create persuasive stories	Advanced
 Results	**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	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		• 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	
 Results	**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
 Business Enablers	**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

Capability group/sets	Capability name	Behavioural indicators	Level
 People Management	**Manage and Develop People** Engage with and motivate staff, and develop their capability and potential	• 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 effects of bias when managing team members • Seek feedback about your management capabilities and develop strategies to improve on them • Address and resolve team and individual performance issues, including unsatisfactory performance, promptly and effectively • Monitor and report on team performance in line with established performance development frameworks • Develop positive relationships to ensure cultural safety and trust between team members	Adept

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify 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
 Personal Attributes	**Display Resilience and Courage**	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
 Personal Attributes	**Act with Integrity**	Be ethical and professional, and uphold and promote the public sector values	Adept

Capability group/sets	Capability name	Description	Level
Personal Attributes	**Value Diversity and Inclusion**	Be inclusive and respect diverse backgrounds, experiences and perspectives	Intermediate
Relationships	**Work Collaboratively**	Collaborate with others and value their contribution	Adept
Results	**Think and Solve Problems**	Think, analyse and consider the broader context to develop practical solutions	Adept
Results	**Demonstrate Accountability**	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept
Business Enablers	**Finance**	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
Business Enablers	**Technology**	Understand and use available technology to maximise efficiencies and effectiveness	Intermediate
Business Enablers	**Procurement and Contract Management**	Understand and use procurement processes to ensure effective purchasing and contract performance	Intermediate
People Management	**Inspire Direction and Purpose**	Communicate goals, priorities and vision, and recognise achievements	Adept

Capability group/sets	Capability name	Description	Level
 People Management	**Optimise Business Outcomes**	Manage people and resources effectively to achieve public value	Intermediate
 People Management	**Manage Reform and Change**	Support and champion change, and help others to engage with change	Intermediate