



6 Month opportunity to lead the Communications and Engagement team at WGEA

Position title: Communications and Engagement Executive Manager

Position offered: 6 months non-ongoing role commencing asap, full time (commitment to flexible working arrangements)

Salary range: (\$123,771 - \$140,996 plus 15.4% superannuation)

Closing date for expressions of interest is midnight Thursday 13 May 2021.

About the Agency

The Workplace Gender Equality Agency (WGEA/Agency) is the Australian Government's key agency charged with promoting and improving gender equality for both women and men in Australian workplaces, including through the provision of advice and assistance to employers and the assessment and measurement of workplace gender data. The Agency is established by the *Workplace Gender Equality Act 2012* (Act).

The Agency has two distinct functions: a regulator and influencer. In its regulatory role, the Agency administers the Act which requires all private sector employers with 100 or more employees to report against six gender equality indicators, which have been developed to address the most pressing contemporary challenges to gender equality in Australian workplaces.

As an influencer the Agency seeks to educate and influence positive change in Australian workplaces by promoting informed, evidence-based public discussion and understanding of gender equality, collaborating strategically to build strong relationships between the Agency and its stakeholders, using the Agency's data-rich research to position it as the leading source of information and advice on workplace gender equality issues.

Further information about our Agency is available at www.wgea.gov.au

About the opportunity

This exciting role is available as our existing staff member has been selected for a short-term placement in another government agency for six months. There is potential for the opportunity to be extended.

Reporting to the Agency Director, and working across the organisation, the role will take responsibility for developing and implementing communication campaigns, progressive engagement programs that leverage the Agency's world-leading dataset and driving the development of the Agency's online and social media engagement.

WGEA has embarked on a major transformation of our workplace gender reporting system. A key focus for the communications and engagement team over the next six months will be looking for ways to maximise the new system capabilities in providing targeted communications and insights to organisations. Other key deliverables include website development, supporting a new Agency Director, designing, and producing the Agency Annual Report and communicating and executing the launch of the 2021-21 dataset and scorecard report.

Position description

Purpose of the position

WGEA require the assistance of a skilled and experienced person who has demonstrated experience and management expertise in strategic communications.

Working as part of the executive team, the Communications and Engagement Executive Manager will be responsible for the planning and the delivery of the Agency's media and communication strategy.

The Communications and Engagement teams' purpose is to position the Agency as the primary authority on workplace gender equality by keeping stakeholders informed and engaged across a number of different channels. This role will have the opportunity to maximise opportunities for the Agency working with key stakeholders to promote gender equality in Australian workplaces. Key to this role is the ability to build strong and sustainable relationships with reporting organisations, media and other relevant key stakeholders including the private and public sector and NGO's.

Position accountabilities

This position reports to the Agency Director and has five direct reports.

Under broad direction typical duties include:

- leadership of the Communications and Engagement team, providing the strategic direction for all team planning and processes including the development of business plans and performance standards.
- making decisions of major significance to the Agency by developing, and managing the strategy, and budget for the communications and engagement functions of the Agency.
- contributing to the overall Agency strategy and operations by working as part of the Executive Team and providing strategic advice on matters relating to communications, engagement partnerships and government relations.
- establishing and maintaining strong relationships with a broad range of stakeholders including employers, government, professional associations, academics, and media.
- representing the Agency in external forums including media where required.
- overseeing the production and tabling of the Agency Annual Report.
- overall responsibility for drafting Ministerial briefings, and Senate estimates briefs for the Director and Minister.
- developing and driving communications strategies that will expand the Agency's reach and impact.
- ensuring content for the Agency translates complex concepts into appropriate messaging for a broad audience.
- overseeing the ongoing selection, design and development of content and tools for the Agency website.

Position capabilities

The Communications and Engagement Executive Manager will contribute to the Agency capability by being able to:

- bring a broad perspective to the Communications and Engagement team, encouraging the team to focus on innovative ways of meeting operational objectives and fostering a culture of continuous improvement.
- build sustainable relationships and partnerships with a wide range of organisations, using highly developed interpersonal, and networking skills.
- understand the nuances of public relations, media and government when driving the Agency's communications and engagement.
- apply superior written and verbal communication skills to present messages in a clear, concise manner and able to tailor communication to suit the audience. This includes public presentation, media, and facilitation skills.
- understand the Agency's objectives and links between the team, organisation, and the whole of government agenda.
- demonstrated people management experience with the capability to lead a small, diverse and high-performing team.

- demonstrated ability to develop and drive communications and partnership strategies, including online and social media strategies.
- apply a highly developed specialist understanding of gender equality issues in the workplace with the ability to quickly learn about a subject matter in detail.
- demonstrate knowledge of media operations and extensive experience in dealing with social, electronic, and print media to facilitate a positive image of the organisation.

Technical requirements

- Tertiary qualifications in communications, journalism, marketing or public relations or relevant discipline or extensive experience and management expertise in strategic communications.
- Baseline Security clearance or the ability to obtain clearance (this includes being an Australian Citizen).

WGEA

What we are looking for

- People who are committed to supporting and delivering change in Australian workplaces.
- People who engage with the future direction of the Agency.
- Flexible and adaptable people to meet immediate needs and future challenges.
- Leaders committed to creating a positive workplace culture.
- Team oriented people who have energy and are determined to succeed.
- People who can make reasonable decisions and exercise judgment.
- People who are open and accountable and of high integrity.

What we offer

We value our staff and encourage our employees to be adaptable and collaborative. Our staff are key to our success. We offer:

- A culture that is committed to achieving results and values innovation.
- Opportunities to work on agency wide projects and collaborations.
- Flexible working arrangements and excellent working conditions.
- Attractive salary packages including generous superannuation and a range of other benefits.

How to apply

Diversity

The Agency values the contributions of people with different backgrounds, experiences, and perspectives.

The Agency encourages and welcomes applications from people of all genders, Indigenous Australians, people with disability, people from culturally and linguistically diverse backgrounds and mature-age people.

You can tell us in your application or when called in for interview if you need any adjustments to help you participate equally in the selection process.

Eligibility to apply

Applicants **must** be Australian citizens. Applicants **must** be able to obtain **Baseline** Security Clearance

Your application

You should include the following information:

- **Personal details** including your contact details.
- A **summary** of your work experience (CV/Resume).
- A **one-page cover letter/expression of interest** outlining how your skills, experience and qualifications will help you to meet the requirements of the role.
- Details of **two recent referees** including your current or most recent supervisor (we will seek your permission before we contact your referee).

Questions about the position

The contact officer is available to answer any questions you have about the position. Contact details are: Anne Beath, Operations Executive Manager (02) 9432 7000.

Lodging your application

Your application should be emailed to recruitment@wgea.gov.au by Midnight, Thursday 13 May 2021 – we will review applications as they arrive.

Late applications

Late applications will not be accepted unless exceptional circumstances exist.

Selection Panel

A selection panel will be formed to consider all applications and to develop a shortlist of applicants for further assessment. This assessment can take many forms but will usually include one or more face to face (or video) interviews and may also include a short practical exercise.

Availability for interview

If you are shortlisted for an interview you can expect at least two days' notice. If you are not short-listed for interview, you will be notified in writing.

Interviews are planned to occur **late-May** with offers expected to be made **within two** weeks of interview.