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www.wgea.gov.au

Application package

Position number:	23864
Position title:	Digital Communications Adviser
APS Level:	APS 5
Position offered:	Non-ongoing (12 month contract), full-time (or part-time, WGEA are committed to flexible working arrangements)
Salary range:	Salary from \$76,254 - \$80,798 plus 15.4% Superannuation
Closing date:	Midnight, Monday 16 March 2020
Contact Officer:	Kate Lee, Engagement Executive Manager
Contact number:	(02) 9432 7000

This application package includes:

- Information on how to prepare your application and the selection process
- A position description.

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

How to prepare your application

Eligibility to apply

You must be an Australian Citizen.

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.

Questions about the position

The contact officer is available to answer any questions you have about the position. You will find their contact details on page one of this application package.

Progress of your application

The contact officer can also update you on the progress of your application.

Lodging your application

Your application should be emailed to recruitment@wgea.gov.au

Late applications

Late applications will not be accepted unless exceptional circumstances exist.

Preparing your application

You should include the following information in your application:

- **Personal details** including your contact details.
- A **summary** of your work experience.
- A **statement** outlining how your skills, experience and qualifications will help you to meet the requirements of the role. This will help the selection panel make an informed assessment of your suitability.
- Details of two **recent referees** including your current or most recent supervisor (we will seek your permission before we contact your referee).
- Any further relevant information.

Selection Panel

A selection panel (usually three people) 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 a face to face interview and could 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 March 2020** with offers expected to be made **within two** weeks of interview.

Position description

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Purpose of the position

The Digital Communications Adviser is part of an energetic Engagement team that seeks to educate influence positive change in Australian workplaces by:

- promoting public discussion and acceptance of gender equality
- building strong relationships between the Agency and a wide range of media
- generating innovative content to engage new and existing audiences
- building and leveraging stakeholder relationships to support gender equality
- positioning the Agency as a centre for informed advice on gender equality issues and research.

The Digital Communications Adviser works flexibly across the Agency's communications functions with primary responsibility for increasing the Agency's social reach and influence and generating innovative content to support the Agency's reporting, communications and education functions.

Expected outcomes and performance goals

This position reports to the Engagement Executive Manager and has no direct reports.

Typical expected outcomes include:

- implementation of Agency website project 2020
- implementation of social media strategy
- measurement of audience engagement via social platforms
- development and oversight of engaging online, print and video content, in collaboration with Agency teams and external stakeholders including employers
- writing and editing monthly e-news
- liaise with suppliers including designers, printers, video producers and consultants
- manage content calendar aligned to Agency strategy and business plan
- add and edit website content as necessary
- compile daily media clippings
- other duties as required.

Expected capabilities

- demonstrated experience in implementing new corporate website/s, and project management in a highly regulated media environment
- demonstrated experience in developing social media content and managing organisational social media accounts
- understanding of emerging issues in the changing media landscape and implications for best practice communications
- demonstrated excellence in oral and written communication, including the ability to translate complex or technical information into plain English

- ability to work quickly and independently, including ability to deliver a large quantity of time-critical work under broad guidance. Demonstrated ability to work collaboratively within a team and maintain productive relationships with internal and external stakeholders
- qualifications in a communications discipline and experience with multimedia is desirable.

The Agency

We are looking for team members who are:

- committed to supporting and delivering change in Australian workplaces.
- able to engage with the future direction of the Agency
- sound decision makers that exercise sensible judgment.
- flexible and adaptive to meet immediate needs and future challenges.
- able to establish their integrity and commitment to transparency and accountability in all they do.
- team oriented with energy and a determination to succeed.
- able to demonstrate a principled approach to the APS Values and Code of Conduct, acting professionally and ethically at all times.

We offer

Our staff are key to our success and are encouraged to be adaptable and collaborative. 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.