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www.wgea.gov.au

Application package

Position number:	23855
Position title:	Senior Communications Adviser
APS Level:	APS 6
Position offered:	Ongoing role, full time (or part-time, WGEA is committed to flexible working arrangements)
Salary range:	Salary from \$82,166 to \$93,862 plus 15.4% Superannuation
Closing date:	Midnight, 16 March 2019
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

Applicants must be Australian citizens.

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.

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 Senior Communications Adviser is part of an energetic and high performing Engagement team that seeks to educate and influence positive change in Australian workplaces by:

- promoting public discussion and awareness of gender equality issues
- building strong relationships with media and stakeholders
- executing public awareness campaigns about workplace discrimination faced by both women and men, and
- positioning the Agency as a centre for informed advice on gender equality issues and research.

The Senior Communications Adviser will be responsible for building sustainable relationships with employers and other relevant key stakeholders and delivering campaigns, producing a range of communications material, including the Agency's website content and administration.

To be successful in the role you will have communications or campaigning experience, have capacity for creative thinking, strong writing skills and a willingness to participate in activities across the Agency. We are looking for someone to devise innovative campaigns to promote and drive workplace gender equality.

Expected outcomes and performance goals

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

Typical expected outcomes include:

- developing and executing communications strategies to support the Agency's key priorities,
- developing and co-ordinating design and production of a range of print, video and online content in conjunction with the communications team members.
- building and maintaining strong relationships with employers, advocacy groups, business and industry associations, to extend the reach of impact of the Agency's work.
- maintaining content on the Agency's website
- providing input to, and supporting the execution of the Agency's communications strategies.
- work closely with the Director and Engagement Executive Manager to draft speeches and speaking notes for external engagements
- contributing to other Agency projects as required.

Expected capabilities

- Strong communication skills including the capability to influence senior stakeholders and negotiate productive outcomes.
- Exceptional writing skills and the ability to communicate complex issues in an engaging succinct way.
- Demonstrated speech writing experience
- Demonstrated ability to plan, deliver and evaluate projects, including events.
- Digital content writing experience
- Excellent organisational skills, including the ability to deliver time-critical work under broad direction whilst working flexibly and co-operatively in a team.
- Ability to generate new ideas, overcome barriers to achieve results and develop a deep understanding of gender equality issues in the workplace.
- Experience with website management desirable but not essential.
- Project coordination experience would be desirable but not essential

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 values innovation and is committed to achieving results
- 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.