



Application package

Position title:	Communications and Campaign Executive Manager
APS Level:	Executive Level 2 (\$126,246 to \$143,816 plus 15.4% super)
Position offered:	Full time (committed to supporting flexible working arrangements)
Closing date:	Midnight, Monday 14th March 2022 – we will review applications as they arrive.
Contact Officer:	Anne Beath – Operations 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, through the provision of advice and assistance to employers and the assessment and measurement of workplace gender data. Our Agency was established by the *Workplace Gender Equality Act 2012 (Act)*.

Our Agency has two distinct functions: a regulator and driver of change. In our regulatory role we administer 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. The Agency is also in the process of expanding to collect data from the public sector.

As an driver of change our Agency seeks to motivate, educate and influence improved gender equality 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. Baseline clearance or the ability to achieve clearance.

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 (CV/Resume).
- A **cover letter/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 (or video) interview 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 March 2022** with offers expected to be made **within two** weeks of interview.

Position description

Position number:	23798
Position title:	Communications and Campaigns Executive Manager
APS Level:	Executive Level 2
Position offered:	Ongoing role, full time (committed to supporting flexible working arrangements)

Purpose of the position

Reporting to the Agency Head, the Communications and Campaigns Executive Manager is responsible for leading, developing and delivering high impact national campaigns and communications that capture hearts and minds, stimulate thinking and debate and accelerate the rate of improvement in gender equality in Australian workplaces. The Communications and Campaigns Executive Manager will lead collaborative efforts across the agency and is responsible for managing the Communications Team.

Expected outcomes and accountabilities

Reporting to the Agency Director, this position is accountable under broad direction for:

- providing strategic leadership on matters relating to communications, campaigns, speeches and government relations for WGEA, ensuring the Agency continues to be the trusted source of gender equality data and insights and a key driver of positive change.
- developing, driving and delivering on innovative campaigns and multi-year communications strategies that expand the Agency's reach and impact and help accelerate the rate of change in gender equality in workplaces.
- leadership of a small Communications team, providing the strategic direction for team planning and processes including the development of business plans and performance standards and fostering a culture of innovation and continuous improvement.
- establishing and maintaining strong relationships with a broad range of stakeholders to collaborate on progressing gender equality, including employers, government, professional associations, like-minded organisations and media.
- overseeing all aspects of the Agency's media and online presence and ensuring content for the Agency translates complex concepts into appropriate messaging both targeted and broad audiences.
- representing the Agency in external forums including media where required.
- responsibility for Government related communications including the WGEA Annual Report, Ministerial briefings and Senate estimates briefs for the Director and Minister.
- contributing to the overall Agency strategy and operations by working as part of the Executive Team.

Expected capabilities

- a commitment to Gender Equality and a passion to improve it in Australian workplaces
- demonstrated ability to develop and drive innovative public campaigns and communications to elicit positive changes in behaviour, particularly in the business community
- demonstrated people management experience with the capability to lead and develop a small, diverse and high-performing team.
- demonstrated experience in building sustainable relationships with a wide range of stakeholders, using highly developed interpersonal, and networking skills.
- experience in brand management and risk mitigation
- understand the nuances of public relations, media and government when driving the Agency's communications and campaigns



- 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 speech writing, public presentation, media, and facilitation skills.
- strong project management skills and experience, including managing internal stakeholders and external agencies, and multiple campaigns and projects at once.
- must be comfortable in fast-paced, deadline-driven environment and able to manage priorities well
- tertiary qualifications in communications, journalism, marketing or public relations or relevant discipline or extensive experience and management expertise in strategic communications.
- demonstrate a principled approach to the APS Values and Code of Conduct, always acting professionally.
- Baseline Security clearance or the ability to obtain clearance (this includes being an Australian Citizen).

The Agency

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.

