



Application package

Position title:	Digital Communications Manager
APS Level:	EL 1 (\$110,238 to \$118,957 plus 15.4% super)
Position offered:	Ongoing role, full-time (we are committed to supporting flexible working arrangements)
Location	Sydney, CBD
Closing date:	Midnight Monday 11 July, 2022 – we will review applications as they arrive.
Contact Officer/s:	Lucy Bradlow - Communications and Campaigns 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 a 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 able to obtain Baseline Security Clearance (this requires being 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.

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 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 July 2022** with offers expected to be made **within two** weeks of interview.

Position description

Position number:	23864
Position title:	Digital Communications Manager
APS Level:	EL1
Position:	Ongoing full-time position (WGEA is committed to flexible working arrangements)

Purpose of the position

The Digital Communications Manager role is responsible for the Agency's digital communications strategy and implementation.

This role is expert in: the design and development of a digital communications strategy aligned to the broader communications and campaigns strategy; designing and developing content to support digital communications; managing and measuring the Agency's online presence and reputation; and the creation of purpose-built digital communications campaigns to support the team's issues based campaigns.

The position sits within the Communications and Campaigns team, which works to position the Agency as the primary authority on workplace gender equality, generating and enabling momentum for employer and societal change through campaigns, story-telling and clear messages. This team connects employers and employees with information to motivate and tools to deliver change, oversees all WGEA communications for impact and ensures consistency and coherence of messaging.

Expected outcomes and accountabilities

This position reports to the Communications and Campaigns Executive Manager and under limited direction is accountable for helping to accelerate the rate of change in gender equality in workplaces by:

- using professional expertise to develop and implement a digital communications strategy to support the overall communications strategy, covering all the Agency's digital communications channels, including, but not limited to, the website, intranet and social media channels.
- producing creative written and visual content for the Agency's communications, including, but not limited to, website and social media content across several social media platforms, graphics for reports, toolkits and guides, the Agency's Data Explorer and Community of Practice platforms.
- developing high quality digital content (animation, photography, infographics, film, social media), digital communication plans, campaigns and design approaches to support WGEA's aim to drive change in gender equality in Australian workplaces.
- regularly developing, analysing, and distributing analytics and performance metrics on the Agency's digital communications and resources, actively identifying key trends and developing strategic advice to meet new and/or different needs.
- managing the Agency website, proactively identifying areas for improvement and opportunities for new content development.
- developing creative editorial ideas and campaigns, social media content plans, content marketing plans, building and updating content calendars for all digital channels.
- leading collaboration across the organisation to ensure online content is maintained, accurate and published to a high standard across all digital platforms.
- monitoring social media channels (Facebook, Twitter, Instagram, and LinkedIn) on a daily basis.
- acting as key website liaison with the Agency Reporting and Technology team as well as external technical vendors to initiate and oversee website improvements, updates, and bug fixes, and help to set priorities and timelines in light of overall communications goals.
- identifying opportunities for new digital communications channels and/or engagement.
- supporting preparation and delivery of workshops, webinars, and internal staff training.
- contributing to other Communications team and Agency projects as required.

Expected capabilities

- strong creative content and design experience, able to generate new ideas and overcome barriers to achieve results
- demonstrated experience in developing and driving related digital strategies, goals, and workplans and managing organisational social media accounts. Able to identify broader factors, trends and influences that may impact on the Agency's work objectives.
- in-depth knowledge of digital communications and experience in dealing with social media, digital and other forms of media to drive change in workplaces.
- extensive experience in the use of publishing/graphic software tools, utilising programs such as Adobe Creative Suite
- demonstrate a keen awareness of and interest in gender equality issues in the workplace with the ability to quickly learn about a subject matter in detail.
- relevant tertiary qualification and experience or an equivalent level of knowledge gained through any combination of education, training, and experience.
- write clear content that is succinct and structured which meets the needs and understanding of the intended audience, avoids the unnecessary use of jargon or complicated language.
- professional experience in tracking and analysing website traffic and other related data, utilising programs such as Google Analytics, Data Studio and Google Tag manager (or similar), and an ability to execute analytical reporting.
- build and sustain positive relationships with team members, stakeholders, and vendors. Proactively offers assistance for a mutually beneficial relationship.
- work independently and flexibly, with limited supervision, analysing and using judgement to select an appropriate course of action in a busy office environment to deliver on outcomes on time.
- copes with change and adjusts to work with a variety of situations, individuals and stakeholders.
- see projects through to completion, monitoring project progress and adjusting plans as required. Commits to achieving quality outcomes and adheres to documentation procedures.
- adopt a principled approach and adheres to the APS Values and Code of Conduct, acting professionally at all times and operating within the boundaries of organisational processes and legal and public policy constraints.
- operates as an effective representative of the organisation in internal forums.
- 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
 - modern offices in Sydney CBD
 - attractive salary packages including generous superannuation and a range of other benefits.
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