



Application package

Position title:	Media and Communications Manager
APS Level:	EL 1 (\$108,395 to \$116,969 plus 15.4% super)
Position offered:	Ongoing role, full-time (we are committed to supporting flexible working arrangements)
Location	Sydney, CBD
Closing date:	10am Monday, 30 May 2022 – we will review applications as they arrive.
Contact Officer/s:	Shelby Houghton – A/g 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 **in mid-June 2022** with offers expected to be made **within two** weeks of interview.

Position description

Position number:	23813
Position title:	Media and Communications Manager
APS Level:	EL1
Position:	Ongoing full-time position (our Agency is committed to flexible ways of working)

Purpose of the position

The Media and Communications Manager is part of an energetic and high performing Communications and Campaigns team at WGEA. The team is responsible for expanding the Agency's reach and impact with key stakeholders including employers, government and the Australian public through media engagement, strategic communication partnerships, digital communications and issue-driven campaigns. This includes leveraging the relationships built with the Agency's stakeholders to advocate for workplace gender equality and positioning the Agency as a centre for informed advice on gender equality issues and research.

The Media and Communications Manager is responsible for the development and execution of the media component of the communications strategy's key projects and campaigns. As the primary media liaison for the agency, the Media and Communications Manager will have the ability to build excellent relationships with key media, and a keen eye on issues of the day, to effectively advise the Director and the Agency team on how to best amplify the Agency's priorities.

Key capabilities for success in this role include the capacity to take initiative, translate data into compelling stories, generate new ideas and work co-operatively in a small team to achieve outcomes.

Expected outcomes and accountabilities

This position reports to the Communications and Campaigns Executive Manager, works closely with the Agency Director and is accountable for:

- developing, driving and delivering a media engagement strategy that expands the Agency's reach and impact and helps accelerate the rate of change in gender equality in workplaces.
- providing expertise and technical knowledge to deliver on all aspects of the Agency's media and online presence and ensuring content for the Agency translates data and complex concepts into appropriate messaging for both targeted and broad audiences.
- providing media and communication advice to the Director and other Executive Managers on Agency projects and events ensuring risks are identified and that approaches align with Agency objectives
- building and maintaining established media networks, and maintaining relationships with key media contacts, organising and managing media interviews and briefings, drafting media materials.
- overseeing media monitoring and identifying opportunities across multiple channels to increase reach, engagement and support.
- building capability in team environment through coaching others and providing technical feedback in relation to the Agency's media, communications, website and social media presence.
- establishing and maintaining strong relationships with a broad range of stakeholders to collaborate on communications to progress gender equality, including employers, government, professional associations, like-minded organisations and media.
- overseeing the development of high-quality copy for Agency publications, speeches and submissions including reporting requirements for the Agency (including but not limited to the Annual Report, Ministerial Briefs, Director presentations etc).
- representing the Agency at meetings, workshops, promotional events, media engagements, and industry functions as required.
- providing Tone of Voice (Style guide) oversight across the Agency as required.
- contributing to other Agency projects as required.

Expected capabilities

- develop, implement and evaluate communication and media strategies (traditional and social) including achievement of timeframe and performance outcomes.
- strong news sense and experience leveraging media relationships to amplify the Agency's strategic priorities.
- demonstrated knowledge of media operations and experience in dealing with social, electronic, and print media to facilitate engagement on gender equality and the valuable contribution of the Agency to the topic.
- experience developing and delivering media and communications strategies for proactive promotion and advocacy, and reactive issues management.
- Ability to translate data and complex concepts and research into content that is succinct and structured which meets the needs and understanding of the intended audience and communicates convincingly in an engaging and expressive manner.
- a well-developed understanding of gender equality issues in the workplace and/or the ability to quickly learn about a subject matter in detail.
- highly developed verbal communication skills which include the demonstrated ability to confidently present messages in a clear, concise manner and to tailor communication style to suit the audience.
- demonstrated experience in building sustainable relationships with a wide range of stakeholders, using highly developed interpersonal, and networking skills.
- comfortable in fast-paced, deadline-driven environment and able to manage priorities well.
- tertiary qualifications in relevant discipline or extensive experience in media and communications.
- work independently and flexibly, with general direction, analysing and using judgement to select an appropriate course of action in a busy office environment to deliver on outcomes on time.
- adopts a principled approach and adheres to the APS Values and Code of Conduct, acting professionally at all times.
- 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 Gender Equality and have a passion to improve it 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.