



# Application package

<b>Position title:</b>	Senior Communications Adviser
<b>APS Level:</b>	APS6 (\$82,166 - \$93,862 plus 15.4% superannuation)
<b>Position offered:</b>	Ongoing role Full time (or part-time as we are committed to supporting flexible working arrangements)
<b>Closing date:</b>	Midnight, Friday 7 May 2021 – we will review applications as they arrive.
<b>Contact Officer:</b>	Anne Beath, Operations Executive Manager
<b>Contact number:</b>	(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](http://www.wgea.gov.au)



# How to prepare your application

---

## Eligibility to apply

Applicants **must** be Australian citizens or eligible to apply for Australian citizenship.

## 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](mailto: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 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 one or more face to face (or video) interviews 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 **mid to late May** with offers expected to be made **within two weeks** of interview.



# Position description

---

<b>Position number:</b>	23855
<b>Position title:</b>	Senior Communications Adviser
<b>APS Level:</b>	APS6
<b>Position:</b>	Ongoing full-time position (or part-time, WGEA is committed to flexible working arrangements))

## Purpose of the position

The Senior Communications Adviser role is accountable to develop and deliver on the Agency media and communications strategy providing professional communications and partnerships expertise across the Agency using highly developed relationship building skills with internal and external stakeholders in alignment with the overall Agency strategy.

*The Communications and Engagement team purpose is to position the Agency as the primary authority on workplace gender equality by keeping stakeholders informed and engaged across a number of different channels. Externally facing, this team ensures consistency and coherence of messaging and tailored communications where appropriate and relevant.*

Our communications and partnerships expert is delivery focused with experience planning, delivering and evaluating projects including audience specific content, events. The Senior Communications Adviser is comfortable and capable collaborating with a broad cross-section of stakeholders and able to deliver time-critical work under broad direction which will extend the reach of impact of our Agency's work.

## Expected outcomes and accountabilities

This position reports to the Communications and Engagement Executive Manager and under limited direction and is guided by policies, accepted standards and precedents is accountable for:

- using professional expertise to build and maintain strong relationships with employers, advocacy groups and business and industry associations, to extend the reach of impact of the Agency's work.
- using professional expertise to build, maintain and coordinate a variety of communication strategies to support the Agency's key strategic priorities which promote public discussion and awareness of gender equality issues.
- monitoring related emerging practices to develop and co-ordinate the design and production of a range of print, video and online content in conjunction with the communications team members.
- delivering campaigns, producing a range of communications material (e.g. scorecards, newsletters, emails, etc).
- end to end coordination and management of events – both small (e.g. roundtables) and large events - Project manage the delivery of large-scale events, such as Data Launch, and other Agency programs (including budget management, contract negotiation, engaging and managing suppliers, coordinating staff, logistics, reporting etc.).
- developing the partnership strategy and managing partnership engagement around key events and leading practice programs including Employer of Choice for Gender Equality, pay equity ambassador, business awards and the annual Agency data launch.
- monitoring related emerging practices to identify potential projects and/or sponsors, partners and collaborators for key campaigns.
- developing speeches or speaking notes for external engagements.
- using professional expertise to contribute to Agency publications and submissions including reporting requirements for the Agency (including but not limited to the Annual Report, Ministerial Briefs, etc).
- using professional expertise to produce engaging digital content for the Agency website.

- supporting stakeholder relationship and engagement activities – by supporting the implementation and monitoring of stakeholder engagement initiatives for the Agency.
- contributing to other Agency projects as required

## Expected capabilities

The Senior Communications Adviser will contribute to the Agency capability by being able to:

- write clear content that is succinct and structured which meets the needs and understanding of the intended audience, writes convincingly in an engaging and expressive manner, avoids the unnecessary use of jargon or complicated language.
- apply strong communication skills including the capability to influence senior stakeholders and negotiate productive outcomes. apply excellent written and verbal communication skills including effective speech writing which includes the demonstrated ability to confidently present messages in a clear, concise manner and to tailor communication style to suit the audience.
- build and sustain positive relationships with team members, stakeholders and clients. Proactively offers assistance for a mutually beneficial relationship. Anticipates and is responsive to client and stakeholder needs and expectations.
- demonstrate an expertise in online and digital communications literacy, with an ability to create content that is accessible to all audiences.
- support the Agency strategic direction by developing and driving related stakeholder engagement strategies, goals, and workplans with a focus on building sustainable partnerships with a wide range of organisations. Able to identify broader factors, trends and influences that may impact on the Agency's work objectives. Considers the ramification of issues and longer-term impact of own work and work area.
- cope with change and adjust to, and work with, a variety of situations, individuals and agencies.
- generate new ideas, overcome barriers to achieve results and develop a deep understanding of gender equality issues in the workplace.
- work independently and flexibly, with limited supervision, analysing and using some judgement to select an appropriate course of action in a busy office environment. This includes taking a proactive approach and personal responsibility for accurate and timely completion of work.
- apply a highly developed specialist understanding of gender equality issues in the workplace with the ability to quickly learn about a subject matter in detail.
- see projects through to completion. Monitors project progress and adjusts plans as required. Commits to achieving quality outcomes and adheres to documentation procedures. Seeks feedback from supervisor to gauge satisfaction.
- adopt a principled approach and adheres to the APS Values and Code of Conduct. Acts professionally at all times and operates within the boundaries of organisational processes and legal and public policy constraints. Operates as an effective representative of the organisation in internal forums.
- make decisions that concern complex or escalated issues and have a medium to high impact on the work area however the impact on agency operations is limited.

## Required Technical Skills

- Bachelor's degree in communications, journalism, marketing or related field or proven industry experience.
- In-depth knowledge of communications and experience in dealing with key communication events.

# 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.
- 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.

