



# Application package

<b>Position title:</b>	Senior Digital 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, Tuesday 4 <sup>th</sup> May 2021 – we will review applications as they arrive.
<b>Contact Officer:</b>	Kate Lee, Communications and Engagement 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

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## Eligibility to apply

Applicants **must** be Australian citizens.

Applicants **must** be able to obtain **Baseline** Security 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](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 **early to mid May** with offers expected to be made **within two** weeks of interview.

# Position description

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<b>Position number:</b>	23864
<b>Position title:</b>	Senior Digital 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 Digital Communications Adviser role is accountable to develop and deliver on the Agency Communications and Engagement and Research and Education strategy in alignment with the overall Agency strategy.

This role is expert in; the design and development of new digital content strategy projects (which align to the broader team strategies), driving the development of content structures across Education and Digital Communication (including content modelling and information architecture design), content substance (developing creative editorial ideas and campaigns, social media content plans, content marketing plans, influencing on-page content and developing style guides), and the design of governance and workflow processes.

Working across two teams with the purpose:

*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*

*The Research and Education team purpose is to identify evidence-based, data-led research opportunities, from data analysis and partnerships to inform focus areas and ensure innovation and best practice in relation to gender equality across the Agency. Develop & deliver education programs, resources and tools to inform and equip organisations to improve gender equality; translating best practice and theory into practical applications that will make a difference*

## Expected outcomes and accountabilities

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

- using professional expertise to design and develop new digital content strategy projects (which aligns to the broader team strategies), driving the development of content structures across Education and Digital Communication (including content modelling and information architecture design), content substance (developing creative editorial ideas and campaigns, social media content plans, content marketing plans, influencing on-page content and developing style guides), and the design of governance and workflow processes
- 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 development

- writing, preparing, and curating engaging online, print and video content, in collaboration with Agency teams and external stakeholders including employers.
- leading collaboration across the organisation to ensure online content is maintained, accurate and published to a high standard across all digital platforms
- working with the Communications and Engagement team to ensure that featured content is revised on a regular schedule (content calendar).
- monitoring related emerging practices to ensure engaging content creation and management of social media (Facebook, Twitter, Instagram, and LinkedIn) on a daily basis.
- compiling and distributing daily media clippings.
- delivering the Agency's monthly EDM campaigns, including building, and maintaining the target lists, preparing the content and executing campaigns
- acting as key website liaison with the Agency IT group as well as external technical vendors, initiate and oversee website improvements, updates, and bug fixes, and help to set priorities and timelines in light of overall communications goals.
- working with the Research and Education Executive Manager and Education Manager, identify opportunities for the expansion and development of digital education programs and experiences for education in line with the Agency's strategic plan.
- working with the Education team on the continuous improvement of digital education for the Agency using industry frameworks and other relevant legislation and digital industry best practice as a guide.
- supporting preparation and delivery of workshops, webinars, and internal staff training.
- contributing to other Agency projects as required.

## Expected capabilities

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

- demonstrate experience in developing social media content and managing organisational social media accounts
- understand emerging issues in the changing media landscape and implications for best practice communications.
- 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.
- support the Agency strategic direction by developing and driving related digital 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.
- build and sustain positive relationships with team members, stakeholders, and vendors. Proactively offers assistance for a mutually beneficial relationship. Anticipates and is responsive to stakeholder and vendor needs and expectations.
- cope with change and adjust to 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

- Relevant tertiary qualification and experience or an equivalent level of knowledge gained through any combination of education, training, and experience.
- In-depth knowledge of communications and experience in dealing with social media, digital and print to facilitate a positive image of an organisation.
- Advanced computing skills including a background in content management systems (CMS) and experience working with website developers or equivalent.
- Comprehensive knowledge of email marketing.
- Extensive experience in the use of publishing/graphic software tools, utilising programs such as Adobe Creative Suite.
- 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.
- **Baseline Security clearance** or the ability to obtain clearance (this includes being an Australian Citizen).

# The Agency

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## 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.

