



Application Package

Position title:	Communications Adviser
APS Level and salary range:	APS5 (\$79,101 to \$83,815 plus 15.4% super)
Position offered:	Full time or Part time (we are committed to supporting flexible working arrangements)
Location:	Level 7, 309 Kent St, Sydney CBD
Closing date:	10am, Wednesday 5th of October 2022 – we will review applications as they arrive.
Contact Officer:	Lucy Bradlow – Communications and Campaigns Executive Manager
Contact number:	(02) 9432 7000

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

About the opportunity

Our Agency is entering an exciting new chapter as we seek to deepen our impact, expand our reach and accelerate the rate of change. This Communications Adviser role is a critical part of our Communications and Campaigns team, responsible for the continued development, implementation and delivery of high impact communications and campaigns.

Position description

Position number:	23855
Position title:	Communications Adviser
APS Level:	APS5
Location:	Sydney CBD
Team:	Communications and Campaigns
Position:	Ongoing full-time position

Purpose of the position

The Communications Adviser helps deliver all aspect of the Agency's communications and campaigns strategy. The person is delivery focused with an understanding of the traditional and digital media landscape, experienced in working collaboratively to develop and implement high impact communications campaigns that capture hearts and minds, stimulate thinking and debate, and drive action in Australian workplaces.

The Communications and Campaigns team ensures the Agency continues 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 direction, is accountable for:

- supporting the Agency's media and social media channels, including planning, content creation, tracking outcomes and making recommendations for optimising channels and engaging with new channels.
- monitoring WGEA media coverage and related news across traditional and social media and identifying emerging themes for engagement.
- supporting media engagement, including developing pitch lists, identifying outlets and story ideas for engagement, tracking media coverage and reporting on outcomes.
- supporting WGEA teams with their external communications needs, including website updates, social media posts, event marketing and stakeholder outreach.
- monitoring related emerging practices to identify potential projects and/or sponsors, partners and collaborators for key campaigns.
- contributing to other Communications and Campaigns Agency projects as required

Expected capabilities

- able to 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.
- demonstrated experience in building and sustaining positive relationships with team members and stakeholders. Proactively offers assistance for a mutually beneficial relationship.
- demonstrates an understanding of the media landscape, journalists who cover key issues and WGEA's voice within that landscape.
- has a developed understanding of online and digital communications, with an ability to create content that is accessible to all audiences.
- create social media graphics and content, using Canva, Headliner or related products.
- have 3+ years' experience working in communications or a related field.
- relevant tertiary qualifications in communications, journalism, marketing or related field or proven industry experience.
- must be comfortable in fast-paced, deadline-driven environment and able to manage priorities well
- 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.
- 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 Gender Equality 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 with energy and a determination to succeed
- people who can make sound decisions and exercise sensible 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
- roles that have a direct connection to strategic outcomes
- flexible working arrangements, including working from home, and excellent working conditions
- modern offices in Sydney CBD
- attractive salary packages including generous superannuation and a range of other benefits.



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.

Applications close Wednesday, 5th of October

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 **mid-October 2022** with offers expected to be made **within two** weeks of interview.