



Application package

Position title:	Communications & Campaigns Executive Manager
APS Level:	Executive Level 2
Salary package:	Salary package from \$164,745 to \$187,674 (includes base salary of \$142,760 to \$162,629 plus 15.4% superannuation)
Position offered:	Full-time - ongoing or non-ongoing (Flexible working arrangements available)
Office location	Level 7, 309 Kent St, Sydney CBD
Closing date:	Midnight – Sunday 13 July 2025
Contact officer:	Janette Dines, Chief Operating Officer
Contact number:	janette.dines@wgea.gov.au

This application package includes Information on our Agency, the role, how to prepare your application and the selection process.

About the opportunity

We are seeking a Communications and Campaigns Executive Manager to join our Agency's Executive Management team, reporting directly to the CEO. The Executive Manager plays a critical role in shaping long-term, Agency-wide strategic direction while also addressing immediate challenges through effective problem-solving and business planning.

A key member of our Agency's Executive Management Team. This role works collaboratively across the Agency to lead, develop and deliver high impact national campaigns and communications that capture hearts and minds, stimulate thinking and debate and accelerate the rate of improvement in gender equality in Australian workplaces.

The Communications & Campaigns Executive Manager must be an effective leader and people manager, equally adept at long-term strategic thinking and immediate problem-solving, and with the ability to manage competing priorities while fostering a high performing, engaged and inclusive culture.

The team

Our Communications & Campaigns team is committed to driving conversations about gender equality, fairness and safety in Australian workplaces. They do this through direct communication with employers and with broader audiences such as the media, policymakers, researchers, employees and influencers.

The Campaigns & Communication Executive Manager leads this team of professionals who play a critical role in the Agency's ability to deliver on its mission and fostering a culture that is high performing, aligned to its values and a good place to work.

About our Agency

The Workplace Gender Equality Agency (WGEA/Agency) is the Australian Government's key agency charged with promoting and improving gender equality 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).

WGEA's ambition is to accelerate progress towards workplace gender equality. We are a small unique agency with a big agenda.

At WGEA you will be part of a team of high achievers who are passionate, friendly, and fun. We understand what working flexibly means. We pride ourselves on being a respectful, diverse, and inclusive community. We encourage and welcome applications from people of all genders, Indigenous Australians, people with disability, people from culturally and linguistically diverse backgrounds and mature-age people.

What our Agency looks for

- people who are dedicated to personal development, fostering growth in others and demonstrating leadership
- flexible and adaptable people to meet immediate needs and future challenges.
- team oriented people who have energy and are determined to succeed.
- people who are open, service orientated, accountable, of high integrity, and can operate based on impartial evidence (our Values).

What we offer

We value each team members contribution and offer:

- a culture that is committed to our purpose and getting results, recognises achievements, and values innovation.
- opportunities for team members to work on agency-wide projects and encouraging everyone to be adaptable and collaborative.
- flexible working options that empower you to model a working day and/or environment that brings out the best outcomes from you. Whether that is working from our modern offices in Sydney CBD or from home each team members working day can be different
- attractive salaries and superannuation (15.4%) as well as a range of other benefits.
- a culture and leadership team that believe in diversity and inclusion.

Further information about our Agency is available at www.wgea.gov.au

Position description

Position number:	23798
Position title:	Communications & Campaigns Executive Manager
APS Level:	Executive Level 2
Position:	Full-time - ongoing or non-ongoing (<i>Flexible working arrangements available</i>)

The role

Reporting to the Chief Executive Officer (CEO), the Communications and Campaigns Executive Manager is responsible for leading, developing and delivering high impact national campaigns and communications that capture hearts and minds, stimulate thinking and debate and accelerate the rate of improvement in gender equality in Australian workplaces. The Communications and Campaigns Executive Manager will lead collaborative efforts across the agency and is responsible for managing the Communications Team.

Key responsibilities include:

Leadership & Culture

- ✓ providing strategic leadership on matters relating to communications, campaigns, speeches and government relations for WGEA, ensuring the Agency continues to be the trusted source of gender equality data and insights and a key driver of positive change.
- ✓ developing, driving and delivering on innovative campaigns and multi-year communications strategies that expand the Agency's reach and impact and help accelerate the rate of change in gender equality in workplaces.
- ✓ leadership of a small Communications team, providing the strategic direction for team planning and processes including the development of business plans and performance standards and fostering a culture of innovation and continuous improvement.
- ✓ model the Agency's values and expected leadership behaviours, aligned with the APS code of conduct.

Communications & Campaigns delivery

- ✓ establishing and maintaining strong relationships with a broad range of stakeholders to collaborate on progressing gender equality, including employers, government, professional associations, like-minded organisations and media.
- ✓ overseeing all aspects of the Agency's media and online presence and ensuring content for the Agency translates complex concepts into appropriate messaging both targeted and broad audiences.
- ✓ representing the Agency in external forums including media where required.
- ✓ responsibility for Government related communications including the WGEA Annual Report, Ministerial briefings and Senate estimates briefs for the Director and Minister.

Stakeholder management

- ✓ contributing to the overall Agency strategy and operations by working as part of the Executive Team.
- ✓ foster strategic collaboration across internal teams to ensure alignment with Agency priorities and objectives.
- ✓ support informed decision-making and promote a unified strategic direction through effective stakeholder engagement.
- ✓ operates as a steward of communications within the Agency.
- ✓ contribute to other Agency projects and initiatives as required

Capabilities

We are seeking an individual with the following **capabilities** and experience (minimum requirements):

- ✓ a commitment to Gender Equality and a passion to improve it in Australian workplaces
- ✓ demonstrated ability to develop and drive innovative public campaigns and communications to elicit positive changes in behaviour, particularly in the business community
- ✓ demonstrated strategic leadership experience with the capability to lead and develop a small, diverse and high-performing team.
- ✓ experience in brand management and risk mitigation
- ✓ able to understand the nuances of public relations, media and government when driving the Agency's communications and campaigns
- ✓ tertiary qualifications in communications, journalism, marketing or public relations or relevant discipline or extensive experience and management expertise in strategic communications.
- ✓ demonstrated professionalism, integrity, and adherence to the APS Values and Code of Conduct.
- ✓ The Australian Public Service Integrated Leadership System (ILS) provides the foundational framework for defining leadership capabilities at the Executive Level 2 (EL2). Candidates will be assessed against the ILS to ensure alignment with the core leadership attributes expected at this level. In addition, the Work Level Standards (WLS) will be used to evaluate demonstrated experience and leadership effectiveness, outlining the scope, complexity, and strategic impact associated with successful performance at the EL2 classification.

How to apply

Prior to sending your application email to recruitment@wgea.gov.au, use the below to ensure you have included all relevant details.

Your email should include:

- ☐ **Title** of the vacancy/position you are applying for
- ☐ A **Statement of Claims** - a written statement (maximum 500 words) addressing how your **knowledge, skills, and experience** equip you to succeed in this position. In your statement, please refer specifically to the **key duties of the position** and **capabilities and experience** outlined in the position description. Your statement should demonstrate:
 - A clear understanding of the role and its responsibilities.
 - How your background aligns with the key selection criteria.
 - Relevant examples that showcase your ability to meet the expectations of the role.This statement will be a key component in the assessment of your suitability for the position.
- ☐ Your **CV/Resume** which provides a summary of your work experience, which includes your full name, contact phone number, and personal email address.
- ☐ Contact details of **two recent referees** including your current or most recent supervisor (we will seek your permission before we contact your referees)
- ☐ If you meet the Agency eligibility criteria, confirmation of your Australian citizenship, along your ability to successfully clear a National Criminal Records Check upon engagement

Other information you may need to include in your email:

- ☐ Relevant diversity information (preferred pronouns, reasonable adjustments required for interview)
- ☐ If you wish to opt into RecruitAbility (information detailed in how to prepare your application)
- ☐ Any further relevant information.

Application information

Agency Eligibility Criteria:

Under section 22(8) of the Public Service Act 1999, employees must be **Australian citizens** to be employed in the Australian Public Service (APS) unless the Agency Head has agreed otherwise in writing. Successful applicants will be required to undergo the process to obtain and maintain or continue to hold the required baseline security clearance level for the role. **Baseline security** clearances require you to be an Australian Citizen and meet AGSVA criteria.

Successful applicants will also be required to successfully pass a National Criminal History check.

Diversity

The Agency values the contributions of people with different backgrounds, experiences and perspectives. 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.

RecruitAbility

The Agency is committed to supporting the employment and career development of people with disability. Our participation in APS RecruitAbility means we will progress an applicant with disability to a further stage in the recruitment process, where they opt into RecruitAbility and meet the minimum **capability** requirements for the vacancy.

How do you opt into RecruitAbility?

Simply note in your cover letter that you wish to:

1. Opt into RecruitAbility, as you have a disability (definition as defined by [Australian Bureau of Statistics](#))
2. Clearly show how you meet the requirements of the vacancy with our Agency.

Questions about the position

The contact officer noted on the first page of this Application Package is available to answer any questions you have about the position. Their contact details are on page one of this application package.

Lodging your application

Your application should be emailed to recruitment@wgea.gov.au prior to the closing date and time. Late applications will not be accepted unless exceptional circumstances exist.

Preparing your application

Use the 'how to apply' checklist above to ensure you include all relevant information and documentation.

Recruitment Process

The selection may be undertaken based on applications and referee reports where a clear result can be determined from this documentation / process. A selection panel (usually two to three people) will be formed to consider all applications and develop a shortlist for any further assessment. If it is determined that further assessment including an interview is necessary, the panel will conduct a video interview which may also include a short practical exercise.

Availability for interview

We make hiring decisions based on your experience and skills as well as how you can enhance WGEA and our culture. Please note that interviews held are conducted virtually. When you apply, please tell us the pronouns you use and any reasonable adjustments you may need during the interview process.

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.

Merit Lists or pools

Where our Agency has established a merit pool or list, it may be used to fill the same vacancy or similar vacancies within a period of 18 months from the date the initial vacancy was notified (advertised) in the Public Service Gazette (APSjobs.gov.au). The Agency will confirm with candidates if they wish to be considered for other or similar vacancies.

Prior to sharing a merit pool or list our Agency will ensure we obtain the candidate's permission to share their details with other agencies. We will obtain this permission during the selection process or when asked to share a merit list or pool. Where a candidate advises that they do not want their details shared with another agency, the candidate's details will be removed before sharing a merit list or pool.