



# POSITION DESCRIPTION

**Division:** Communications and Engagement

**Position Number:** P64942

**Business Unit:** Strategic Projects

**Classification:** Senior Officer Grade B

**Position Title:** Director, Strategic Projects

**Location:** 220 London Cct Canberra City

**Last Reviewed:** March 2024

## DIRECTORATE OVERVIEW

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The Community Services Directorate (CSD) has responsibility for a wide range of human services functions in the ACT, including multicultural affairs, community services, older people, women, public and community housing services and policy, children, youth and family support services and policy, Child and Family Centres, homelessness, community engagement, Aboriginal and Torres Strait Islander Affairs, and community disaster recovery.

CSD provides staff with flexible working arrangements, access to a range of varied and interesting roles and training that is tailored to career goals. Staff working in CSD are expected to demonstrate quality customer service, problem solving and teamwork skills, be willing to continuously improve, adapt to change, be outcome focused and accountable for their actions.

CSD is an inclusive employer where all people are respected and valued for their contribution. We strongly encourage and welcome applications from Aboriginal and/or Torres Strait Islander people, People with Disability, people from culturally and linguistically diverse backgrounds, veterans, mature age workers and lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) people.

Further information relating to CSD can be found at <https://www.act.gov.au/directorates-and-agencies/community-services-directorate>

## COMMUNICATIONS and ENGAGEMENT

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Our role is to ensure the Canberra community is well informed on government programs, policies and services, and has meaningful opportunities to inform decision making. We listen to the people of Canberra and are their voice in government.

## POSITION OVERVIEW

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This position supports the delivery of strategic communications and engagement for identified projects to provide timely and accurate information ensuring high community awareness, positive community engagement and reputation management.

Under limited direction you will develop, deliver and evaluate best practice communications and community engagement projects in line with the Whole of Government Communications and Engagement Plan and identified CSD priorities.

Collaborating within and across teams to develop and distribute high quality content, this role will ensure the right information is provided to the right audience, at the right time, by:

- bringing an audience-first lens to the work, informed by research, insights and evaluation
- collaborating with stakeholders in partnership with a strong client service ethic
- working in a fast-paced environment, while being flexible and open to change
- being supported by whole of government guidelines, policies and procedures, and be guided by an annual whole of government communications and engagement plan.

## **WHAT YOU WILL DO**

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Your work will ensure engaging and informative content reaches the relevant audience on the channels they use. Key responsibilities include:

- Develop and execute communications and engagement strategies for identified strategic projects, services and initiatives informed by research, audience insights and evaluation.
- Work closely with stakeholders, subject matter experts and multidisciplinary teams within other directorates and Ministerial offices to design and deliver engaging written and digital content for ACT Government channels, including generating targeted content for publications, campaigns, websites and digital channels including social media and e-newsletters.
- Ensure all significant communications and engagement programs are evaluated to demonstrate impact and return-on-investment spend.
- May involve management of a multidisciplinary team, including supervising staff, mentoring, managing workloads and building capability
- Provide communications support at the Public Information Coordination Centre (PICC) in times of a Territory emergency.
- Understand and demonstrate a commitment to, the implementation of the ACTPS Values, Code of Conduct, Respect, Equity and Diversity Framework and Workplace Health and Safety initiatives.
- Other duties as required.

## **WHAT YOU REQUIRE**

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The following capabilities form the criteria that are required to perform the duties and responsibilities of the position.

### **Professional / Technical Skills and Knowledge**

1. Comprehensive knowledge of contemporary communications and engagement practices and an understanding of the importance of applying an audience-first lens that is informed by research, insights and evaluation.

2. Demonstrated skills in conceptualising, developing and implementing high quality, complex and integrated communication and engagement strategies aligned to organisational goals and statutory planning requirements.
3. Exceptional organisational skills and demonstrated ability to be proactive and flexible, and to manage competing priorities while working under pressure and in a dynamic work environment.

### **Behavioural Capabilities**

4. Professional experience in a leadership role in communications and engagement including leadership expertise to deliver agreed business outcomes, while setting direction and providing guidance for team members.
5. Adaptability to changing circumstances and successfully managing multiple priorities and demands, in a dynamic, complex and diverse environment.
6. Well-developed persuasive and negotiation skills, utilising exceptional written and verbal communication ability to engage effectively with various stakeholders and audiences.
7. Demonstrated high work ethic, ability to meet deadlines under limited supervision, exercise initiative in a complex and dynamic work environment, and to work under pressure.

### **Compliance Requirements / Qualifications**

1. Relevant tertiary education qualifications such as in Communications, Journalism, Media Studies, Marketing and/or Public Relations is desirable.
2. A current driver's license is desirable.

## WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role and indicates how frequently each of these requirements would be performed. Please note that ACTPS is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

ADMINISTRATIVE	FREQUENCY
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Frequently
Graphical/analytical based	Frequently
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation*	Occasionally

\*Note: the position works in an activity based working (ABW) environment. Under ABW arrangements, officers do not have a designated workstation/desk. While the workplace is adapting to COVID-19, officers will have occasional access to a designated workstation.

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
Peaks and troughs	Frequently
Frequent overtime	Occasionally
Rostered shift work	Occasionally

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Occasionally
Working in a call centre environment	Never
Working directly with the public	Frequently

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Occasionally

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Occasionally
Lifting 10kg+	Occasionally
Climbing	Never
Reaching	Occasionally
Bending/squatting	Occasionally
Push/pull	Occasionally
Sequential repetitive movements in a short amount of time	Occasionally

<b>TRAVEL</b>	<b>FREQUENCY</b>
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Never

<b>SPECIFIC HAZARDS</b>	<b>FREQUENCY</b>
Working at heights	Never
Exposure to extreme temperatures	Occasionally
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Occasionally
Low lighting	Occasionally
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Never
Exposure to potentially distressing case material	Never

<b>OTHER</b>	<b>FREQUENCY</b>
Uniform required	Never
Personal Protective Equipment (PPE) required	Occasionally