

Position Description

Title:	Senior Manager, Engagement
Classification:	VPS Grade 6.1
Group/Portfolio:	Engagement and Strategic Relations
Reports to:	Director, Public Engagement
Position number:	156383
	Level 11, 530 Collins Street, Melbourne
Location:	On occasion, some Victorian Electoral Commission (VEC) positions may be required to travel to country Victoria and there may be periods of overnight stays.
Date created:	June 2026
Last reviewed:	June 2026

1 POSITION STATEMENT

The Senior Manager, Engagement is responsible for overseeing education and outreach work across the Public Engagement Branch.

The aim of the Public Engagement Branch is to increase public understanding of, and involvement in, the democratic process, particularly among groups identified as being disengaged from, or facing barriers to, the electoral process. The role creates meaningful connections between stakeholders and communities to ensure high level collaboration to improve electoral participation of traditionally underrepresented groups.

The role will help implement the recently launched VEC Public Engagement Framework and will develop and oversee the Public Engagement three-year Plan, including creating desired outcomes and measuring their success.

This position will manage Engagement Advisors who work across priority communities, ensuring delivery of engagement plan outcomes.

2 OUR GROUP

The Engagement and Strategic Relations (ESR) group is led by the Chief Communications Officer and incorporates Communication, Customer Service and Public Engagement. It is part of the Enterprise Strategy and Partnerships (ESP) portfolio led by the Deputy Electoral Commissioner.

ESR is responsible for:

- developing and implementing strategic communication and advertising plans for elections and electoral representation reviews.
- delivering internal communication that encourages employee engagement and promotes the VEC as an employer of choice.
- providing internal advice on strategic reputation management and engagement.
- providing quality customer service support and advice for existing and prospective electoral participants.

- encouraging voter engagement, maintaining public trust in the integrity of elections, and promoting electoral compliance.
 - providing strategic electoral education and community engagement services.
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3 ABOUT US

At the Victorian Electoral Commission (VEC) we are all about electoral integrity.

We are the independent and neutral umpire responsible for making sure all electoral participants play by the rules. This is paramount as the rules are there to ensure fair, accessible, and well-managed elections, and the delivery of results that can be trusted. We look after Victorian State elections, local government elections and some commercial elections. We also regulate political donations.

Our best asset is our people. We attract bright minds and people who want to make a significant social contribution. Diversity and inclusion is not only important in our election delivery, but in our workforce too. We appreciate what every person brings to the table.

We offer a safe, modern, and accessible workplace and a hybrid working environment, which is predominantly 2 days in the office each week. Additional days in the office will likely be required during operational peaks. Setting our employees up for success is a priority, as is the health and wellbeing of our people.

Elections are exciting and lively, and we are open to the challenge of a changing environment. During major election events or key programs of work, extra hours will likely be required but know you will be helping to safeguard Victoria's democracy.

4 DIVERSITY AND INCLUSION

We are creating a workplace to mirror our ethos of everyone being equal at the ballot box. When it comes to our people, we:

- focus on ability - not disability - and will make reasonable adjustments wherever requested
 - are committed to reconciliation and self-determination for Aboriginal and Torres Strait Islander people
 - welcome individuals who weren't born here, speak English as a second language, and practice different faiths. We also respect and welcome people who express their gender, sex, and sexuality in different ways
 - consider that people with more life experience have a lot of wisdom to offer.
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5 ACCOUNTABILITIES

5.1 Make the VEC a great place to work by driving workplace culture and practices that deliver on our vision, including:

- Ensuring that operational plans are closely aligned with the broader strategic goals and objectives of the organisation.

- Working closely with the team to ensure performance and development goals are meaningful, measurable and align with operational plans.
 - Creating development opportunities.
 - Managing and appraising the performance of staff to ensure organisational and personal development objectives are achieved.
 - Maintaining a safe working environment for employees without risk which includes providing information, instruction, and supervision to employees to enable them to work safely, monitoring the performance of the VEC and Branch Health & Safety objectives, and implementing appropriate actions to ensure the objectives are achieved.
 - Actively promoting a positive and respectful culture across the VEC.
- 5.2 Lead the development, implementation and evaluation of the VEC's Engagement Framework and the Public Engagement Branch's Engagement Plan, including developing performance measures and metrics to evaluate outcomes and support organisational objectives.
- 5.3 Manage team members to effectively design, plan and execute evidence-based outreach programs aligned with strategic priorities, operational plans, policies and procedures to agreed timelines.
- 5.4 Establish productive and collaborative strategic relationships and partnerships with internal and external stakeholders, with a particular focus on sectors with low electoral participation.
- 5.5 Lead the team in embedding best practice and emerging trends in program design, considering research, evaluation and external environmental factors and how they apply in the context of elections at a strategic level. This includes identifying and responding to new and emerging strategic issues that impact on the delivery of our work.
- 5.6 Ensure transparent and effective reporting to the Director, Public Engagement and Chief Communications Officer and/or VEC's Executive management Group on progress against operational plans and key performance indicators.
- 5.7 Set policy, guidelines and operational directions for the Public Engagement Branch in response to changing and evolving organisational priorities, program requirements and the external environment. Collaborate with other branches to ensure a coordinated organisational approach.
- 5.8 Develop and monitor workforce resourcing and budget planning for the team to ensure best value, efficient resourcing and expenditure within the approved allocation, ensuring compliance with resourcing, financial and procurement policies.
- 5.9 Actively support and promote the objectives of the Group and demonstrate the VEC's Values.
- 5.10 Understand and observe the VEC code of conduct, VEC policies, guidelines and procedures, and risk standard procedures.
- 5.11 Other duties as requested.
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6 KEY SELECTION CRITERIA

Technical expertise

- 6.1 Demonstrated experience in strategic leadership, including shaping frameworks, policies and operational plans aligned to organisational objectives.

6.2 Significant experience in the design, delivery and evaluation of complex programs or initiatives, including applying research and best practice to achieve measurable outcomes.

6.3 Experience in developing and overseeing governance frameworks, policies and processes that identify and respond to emerging issues and support organisational priorities.

Key skills and abilities

6.4 Strong project management experience, including planning, risk management and delivery within timelines and budget.

6.5 Strong stakeholder engagement and relationship management skills, tailored to internal and external engagement with the ability to establish and maintain strong relationships, and build effective partnerships. This could include community members, government agencies, local councils, community organisations, and other relevant stakeholders.

6.6 Excellent communication skills with the ability to effectively convey complex information to various audiences. This includes preparing clear and compelling reports, policies and procedures, communication materials and responding to inquiries and feedback

Qualifications

6.7 A degree in Social Science, Communication or Community Development, or other relevant discipline, is preferred.

6.8 A current Employee Working with Children Check (WWCC) is required and current Victorian Driver's license of ability to promptly obtain these.

7 PRE-EMPLOYMENT CHECKS

As safe keepers of democracy, our people are expected to be beyond reproach. Consequently, we require all applicants to undertake a Nationally Coordinated Criminal History Check and maintain a Working with Children Check (where applicable). Employment will be conditional upon a satisfactory outcome.

A Nationally Coordinated Criminal History Check and an Australian Entitlement to Work Check is required for all VEC positions. These checks require identification documents - either a passport or birth certificate.

If you are the preferred applicant for a position, you will also need to complete a Disclosure of Political Activities form. Your appointment will be made subject to satisfactory completion and assessment of this form. Please read further information about the process at [Disclosure of political activities | Victorian Electoral Commission \(vec.vic.gov.au\)](https://www.vec.vic.gov.au/disclosure-of-political-activities).

8 OTHER RELEVANT INFORMATION

- The position is employed pursuant to the *Victorian Public Service Enterprise Agreement 2024*.
- Applicants who have been previously employed within the Victorian Public Sector must be asked whether they accepted a Voluntary Departure Package (VDP). There is a general prohibition on any form of re-employment of a former public servant who has accepted a VDP for a period of three years following receipt of the package.
- A re-employment restriction of one year applies to all recipients of an Early Retirement Scheme package from the VPS.

- You need to disclose any pre-existing illness or injury that you know about which could be reasonably foreseen to be affected by the described work duties. Pursuant to section 41 of the *Workplace Injury Rehabilitation and Compensation Act 2013*, failure to disclose such a condition will mean that if employed, you will not be paid compensation for that condition.
 - The VEC requires declarations and personal information relevant to your employment. The collection and handling of this information will be consistent with the requirements of the *Privacy and Data Protection Act 2014*.
 - You must comply with the Code of Conduct for Victorian Public Sector Employees of Special Bodies.
 - The VEC must act in a completely impartial way in all its activities, operations, and dealings with stakeholders. Employees must undertake not to engage in any behaviour that would bring into question the independence or impartiality of the VEC in undertaking its various functions. In accordance with section 17A of the *Electoral Act 2002*, the VEC will ask successful applicants for disclosure of specific political activities that could compromise the perceived independence of the organisation.
 - The VEC is a smoke free environment.
 - The VEC is a Child Safe organisation committed to the health, wellbeing and safety of children and young people. This commitment is taken seriously, and employees are expected to be cognisant of, and act consistently with, the VEC's expectations about child safe principles and behaviours.
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9 FURTHER INFORMATION

Please visit [Why work with us](#) for more information on:

- Organisational vision and values
- Flexible working arrangements
- The Victorian Public Service (VPS) code of conduct
- Safety and wellbeing
- Our commitment to the safety and wellbeing of children