

POSITION DESCRIPTION

Directorate: Health and Community Services Directorate

Division: Chief Operating Officer

Business Unit: Communications and Engagement Branch

Position Title: Media Officer

Position Number: P55227

Classification: Administration Services Officer Class 6 (ASO6)

Location: Hybrid / Canberra City / Woden

Last Reviewed: September 2026

DIRECTORATE OVERVIEW

The Health and Community Services Directorate (HCSD) delivers a broad range of health and human services to support the wellbeing of the ACT Community and ensures our public health system meets the community's needs, now and into the future. HCSD provides strategic leadership on policy and population health direction for the ACT health system, ensuring services are innovative, effective, and responsive to community needs.

Alongside health strategy, HCSD is responsible for a range of human services including multicultural affairs, services for older people, housing, women's initiatives, family and domestic violence and homelessness services, and support for children, youth, and families. The Directorate also leads community disaster recovery and Aboriginal and Torres Strait Islander engagement.

HCSD 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.

BRANCH OVERVIEW

The role of the Communications and Engagement Branch 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. We deliver against the ACT Government principle of 'One Government, One Voice' communications to Canberrans.

POSITION OVERVIEW

The Media and Issues Management team is a small, high-performing group responsible for delivering strategic, creative and impactful media and issues management initiatives that support the work of HCSD and strengthen the directorate's reputation.

Working closely with the Director of Media and Issues Management, the Media Officer will support the management and enhancement of the directorate's public profile through proactive and responsive media relations. The role involves writing and distributing media materials, coordinating media engagement, monitoring emerging issues, and ensuring clear, consistent messaging across all communication channels.

WHAT YOU WILL DO

- Develop, implement and evaluate government media and issues management strategies that align with directorate priorities, whole-of-government messaging and Ministerial objectives, including managing reputational and political risk.
- Draft high-quality media products—including press releases, Ministerial quotes, talking points, reactive lines, media plans and Q&As—within tight deadlines and in accordance with established government approval processes.
- Provide timely, accurate and balanced media advice to senior executives, including briefings on emerging issues, media risk, stakeholder sensitivities and recommended responses.
- Act as a primary media contact for journalists and media outlets, managing proactive and reactive enquiries with sound judgement, confidentiality and an understanding of government accountability obligations.
- Build, maintain and leverage strong working relationships with media organisations, demonstrating awareness of the ACT and national media landscape and the operating environment of the public sector.
- Manage media monitoring and analysis, including identifying emerging issues, assessing sentiment, preparing media summaries and providing insight to inform decision-making and future communication strategies.
- Coordinate media engagement activities, including press conferences, media calls, interviews and photo opportunities, ensuring appropriate protocols are followed and messaging is consistent across government.
- Work closely with internal policy, legal, operational and executive teams to translate complex and sensitive information into clear, accurate and publicly appropriate messaging, often under time pressure.
- Ensure all media and communications activities comply with government standards, including Cabinet-in-Confidence requirements, caretaker conventions, legislative obligations and records management requirements.
- Contribute to whole-of-government communications responses, including active participation in best-practice public information coordination through the Public Information Coordination Centre during Territory emergencies or significant incidents.
- Participate in a rotating on-call media roster, responding to after-hours media enquiries and emerging issues as required, with an understanding of the demands of a 24/7 government operating environment and access to flex time arrangements.

WHAT YOU REQUIRE

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

Professional / Technical Skills and Knowledge

1. Demonstrated, applied knowledge of contemporary government media and engagement practice, including proactive and reactive media relations, issues management, crisis communication, and reputation management within a public-sector context.
2. Sound understanding of the operating environment of government, including accountability frameworks, political and reputational sensitivities, whole-of-government coordination, and

working within established governance and approval processes, or proven capacity to rapidly operate effectively in such an environment.

3. Highly developed written and verbal communication skills, with the ability to produce clear, accurate and audience-appropriate media materials and advice on complex and sensitive issues under time pressure.

Behavioural Capabilities

4. Strong organisational and prioritisation skills, enabling the effective management of multiple, competing demands in a fast-paced, issues-driven government environment.
5. Demonstrated resilience and professionalism, with the ability to remain composed, responsive and effective when managing high-pressure situations, urgent media deadlines and contentious issues.
6. Proven ability to establish and sustain productive working relationships with a wide range of internal and external stakeholders, including senior executives, media representatives and whole-of-government partners, through collaboration, influence and sound judgement.
7. High level of integrity and discretion, with demonstrated experience handling sensitive, confidential and politically-aware information in accordance with public-sector standards and expectations.

Compliance Requirements / Qualifications

- A minimum of two years of demonstrated experience in a government media advisory role or comparable newsroom environment, with direct involvement in media relations, issues management and stakeholder engagement.
- Relevant tertiary qualifications in Communications, Journalism, Media Studies, Public Relations or a related discipline are desirable.
- A current driver's licence is desirable.
- As this role is likely to work with Aboriginal and Torres Strait Islander families and young people, cultural awareness, and capacity to work with Aboriginal and Torres Strait Islander people is highly desirable.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Media officer (position number P55227) 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

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
Access to Accrued Days Off (ADO's)	Never
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	Occasionally

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
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TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Never

SPECIFIC HAZARDS	FREQUENCY
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	Occasionally
Exposure to potentially distressing case material	Frequently

OTHER	FREQUENCY
Uniform required	Never
Personal Protective Equipment (PPE) required	Occasionally