



ACT
Government

POSITION DESCRIPTION

Directorate: Health and Community Services
Directorate

Division: Corporate

Business Unit: Communications and Engagement

Position Title: Assistant Director,
Communications and Engagement

Position Number: P55628

Classification: Senior Officer Grade C (SOG C)

Location: Canberra City/Hybrid/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 Communications and Engagement Branch make sure 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 Strategic Communications team provides strategic communications, campaigns and community engagement advice to HCSD, putting our community at the heart of public health programs, policies and services, resulting in better decision-making and improved delivery.

Working in line with the Whole of Government Communications and Engagement framework, the team provides the plans to successfully communicate and engage with the Canberra community. We generate ideas, research to gain insights, identify realistic goals and bring together the people needed to successfully

implement the plan. We work in partnership with business and policy teams and across government to agree to an approach, guide implementation and assess the impact of our activities to improve health and well-being outcomes for the Canberra community.

The role of Assistant Director, Communications and Engagement is responsible for developing best practice communication solutions in line with government and organisational priorities. This includes leading the development, production, delivery and evaluation of integrated communication, engagement, and campaigns.

Collaborating within and across teams, this role will make sure the right information is given 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 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 guided by an annual whole of government communications and engagement plan.

WHAT YOU WILL DO

- Lead the development, delivery and evaluation of integrated communications, campaigns and engagements to promote HCSD run and funded services or portfolio issues, designed to generate awareness, inspire action and facilitate perception change among target audiences.
- Collaborate with stakeholders, subject matter experts and multidisciplinary teams within other directorates and with Ministerial offices to deliver complex communication, campaigns and community engagement projects.
- Apply and role model an audience-led mindset to ensure all communications, campaigns and engagement activities are user focused, with the right information provided to the right audience at the right time.
- Seek to continuously improve team processes and delivery through data, feedback, insights and research.
- Provide communications and online services support at the Public Information Coordination Centre (PICC) in times of a Territory emergency.
- This position may involve supervision of staff.

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. Comprehensive knowledge and skills in contemporary communications, campaigns and engagement practices including techniques for creating audience-centric content for different channels.
2. Demonstrated experience in developing high-quality integrated communication, campaign and engagement strategies using creative and innovative ideas, approaches, insights or designs.

Behavioural Capabilities

3. Exceptional written and verbal communication and the ability to engage effectively with various stakeholders and audiences.
4. Sound organisational skills, including the demonstrated resilience to manage multiple priorities and adapt to changing circumstances, in a dynamic, complex and diverse environment.
5. Proven ability to establish and maintain effective business partnerships, including with internal and external stakeholders; through collaboration, engagement, responsiveness and influence.
6. Ability to appropriately handle sensitive material with confidentiality, showing sound judgement and integrity.

Compliance Requirements / Qualifications

- Relevant tertiary education qualifications such as in Communications, Journalism, Media Studies and/or Public Relations is highly desirable.
- 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 CSD 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

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	Never
Exposure to potentially distressing case material	Never

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

