



Chief Operating Officer Branch

Executive Level 1 – Assistant Director, Communications and Media

Ongoing & Non-ongoing, Full-time or Part-time

Job reference: 24_02

VACANCY DETAILS	
Job reference	24_02
Position number	141199
Position title	Assistant Director, Communications and Media
Classification	Executive Level 1
Branch	Chief Operating Office
Team	Communications & Media
Location	Canberra
Salary range	\$122,240 - \$157,701 per annum + 15.4% employer super contribution
Security clearance	The successful candidate must be able to obtain and maintain a Baseline security clearance or hold a current security clearance of an appropriate level.
Contact officer	Kathleen Sweetapple
Vacancy closing	Wednesday, 11 December 2024 at 11:30PM AEDT

Eligibility information

- This role is being advertised as both ongoing and non-ongoing. The role may be offered as either ongoing or non-ongoing subject to business needs and/or candidate preference. Where a non-ongoing position is offered, the role will be filled as a specified term vacancy for an initial period of up to 18 months.
- 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 security clearance level for the role as indicated. All PWSS staff are required to have a minimum baseline security clearance prior to commencement.
- Successful applicants will be required to undergo a mandatory National Criminal History check.

About the Parliamentary Workplace Support Service

The Parliamentary Workplace Support Service (PWSS) is an independent, trusted HR and support service. We partner with Parliamentarians and their employees to achieve cultural change within Commonwealth Parliamentary Workplaces (CPW). With us, you will undertake meaningful and rewarding work.

The PWSS provides a wide range of human resource services for Parliamentarians and their staff including work health and safety services, recruitment support and advice on general employment matters, development and delivery of bespoke training, coaching and education. In addition, the PWSS provides 24 hour independent and confidential support services, for all Commonwealth parliamentary workplace participants.

Our terms and conditions of employment are governed by the Public Service (Terms and Conditions of Employment) (Parliamentary Workplace Support Service) Determination 2024 (the Determination). This Determination applies the terms and conditions of the [Department of Finance Enterprise Agreement 2024-2027](#) (Finance EA).

More information about the PWSS is available on our [website](#).

Our People and Culture

The PWSS is a friendly and inclusive workplace. We are outcomes focused and promote the APS Values and collaboration with our colleagues across Commonwealth Parliamentary Workplaces and the APS.

We value and champion the experiences, skills and perspectives of all employees. At the PWSS we support flexible work, including job-share, and encourage applicants from diverse backgrounds, cultures, and those with caring and parenting responsibilities to apply so we better represent the community that we serve.

We aim to increase our representation of Indigenous Australians and people with disability by having accessible processes, policies and practices, as well as utilising affirmative measures and the [RecruitAbility scheme](#).

Ways of working

To achieve our purpose and vision, we recognise that our approach to our work is as important as what we do:

- **Professionalism and Integrity:** We uphold APS values by demonstrating ethical leadership, maintaining independence, and ensuring trust and confidentiality in all interactions.

- **Collaboration and Tailored Solutions:** We work together with colleagues and clients to deliver customised, purpose-driven solutions that address unique needs while fostering open communication and diverse perspectives.
- **Continuous Improvement and Wellbeing:** We are committed to continuous learning, adapting to change, and prioritising the wellbeing of all stakeholders, driving better outcomes through feedback and a culture of accountability.

What we offer

- **Competitive Remuneration:** Begin your journey with remuneration that reflects your skills and experience, setting the stage for a prosperous career.
- **Supportive Team Culture:** Join a team where collaboration is key, and support is always at hand. We are committed to creating an environment where you can thrive.
- **Inclusive Workplace:** At PWSS we celebrate diversity. Your unique background, skills, and perspectives are not just welcomed but essential to our collective success.
- **Personal Development:** Take advantage of our career development opportunities, tailored to help grow and excel in your career. These are designed to meet the professional needs of both the agency and the individual. We invest in your future because your success is our success.
- **Flexibility:** We understand the importance of work-life balance, offering flexible working arrangements to support your needs.
- **Exceptional Facilities:** Working at Australian Parliament House comes with benefits, including free undercover parking, access to an onsite gym, pool, cafes, hairdressers, Westpac Bank, post office, physiotherapist and more.

About the branch

Chief Operating Officer (COO) Branch

The Chief Operating Officer (COO) Branch is responsible for the Corporate functions of the Agency including financial management, legal advice, human resources, security, property and facilities, and communications and media. The Branch is also responsible for the ongoing management of the Shared Services arrangements to support the important work of the PWSS.

About the team

The Communications and Media team is a dynamic, newly established team within the Chief Operating Officer Branch, focused on elevating awareness and understanding of PWSS services and fostering positive workplace culture in Commonwealth Parliamentary Workplaces (CPWs). Our team drives a wide array of external communications initiatives, including media engagement and targeted educational campaigns that inform and support stakeholders across CPWs. Additionally, the team is responsible for internal communication and designing, developing and delivering integrated communication strategies and plans to support PWSS.

About the role

The PWSS is seeking a motivated, experienced communications and media professional to join our team. In this role, you will be instrumental in shaping our communications strategy in a complex, fast paced environment and will work collaboratively to achieve our objectives. If you're looking for a challenging and impactful role within a unique and high-profile brand, this role could be the ideal next step in your career.

Key responsibilities:

- Support a small team to achieve high-quality outcomes and drive continuous improvement across all communications activities;
- develop and implement strategic internal and external communication and media plans, including innovative strategies and associated products;
- monitor and evaluate communication effectiveness through social media analytics, stakeholder feedback, and other tools;
- oversee communications and media monitoring to stay aligned with trends, issues and opportunities;
- lead the development and management of digital content, including intranet and website enhancement;
- strengthen PWSS brand management through consistent and impactful messaging;
- coordinate the preparation of complex written material, such as business cases, Senate Estimates briefs, Ministerial and agency briefs, publication articles, and media releases; and
- perform other duties as required to support the team's objectives.

Our ideal candidate

The [APS Work Level Standards](#) (WLS) detail five characteristics that contain general statements about the broad job requirements, and operating context for each classification level. The PWSS is seeking candidates who possess the following job specific skills and attributes aligned to the corresponding WLS.

Additionally, the Secretaries' Charter of Leadership Behaviours sets out the behaviours Secretaries expect of themselves and SES and want to see in leaders at all levels of the APS. Regardless of classification, you will be expected to model and champion the behaviours outlined in the [Secretaries Charter of Leadership Behaviours - DRIVE](#).

Leadership and Accountability

- Provide expert advice on media, communications, complex problem solving and issues management for internal and external stakeholders. This includes the ability to learn about and incorporate change management communication and trauma-informed communication.
- Recommend strategic directions for communications and media practices and consider wider implications when making decisions.
- Implement change and manage ambiguity in the workplace through effective communications.

Job Context and Environment

- Undertake communication, media and project management activities with an awareness of their possible impact on strategic and operational outcomes.
- Work within established legislative and policy frameworks with a variety of audiences.

Independence and Decision-making

- Communicate, advise and make decisions that are based on professional judgement, evaluating risks and in the context of a complex and changing environment.

Stakeholder Management

- Develop and manage a range of stakeholder relationships through internal and external networks.
- Promote PWSS business objectives through key strategic relationships.
- Represent and explain the purpose and activity of the PWSS at cross-agency meetings and other forums.

- Present the position of the PWSS in the context of more complex issues.

Management Diversity and Span

- Coordinate and undertake detailed or sensitive projects that impact on the strategic and operational outcomes of the PWSS.
- Develop and implement work plans that deliver strategic communications about PWSS services and building positive workplace culture in Commonwealth Parliamentary Workplaces (CPWs).

Mandatory qualifications or technical skills

Candidates should have a recognised tertiary degree or 5-7 years of communications and media experience with suitable examples of work in media-focused roles. If you do not have 5-7 years of experience, but feel you have strong examples of media and communications work at the EL1 level, please consider applying and cite those examples.

Desirable skills, experience & qualifications

Candidates should have experience fielding media requests, developing media statements, and delivering proactive media outreach campaigns. Candidates should demonstrate their ability to guide leadership through communications activities, create communications strategies, execute them successfully, analyse outcomes for continuous improvement, website content creation and management is essential. This role has internal communication and change management communication components. Experience in those areas will be highly regarded. It is important that the successful candidate be willing to undertake training to help create trauma-informed communications.

Other desirable skills include proficiency in social media analytics, Photoshop, InDesign and PowerBI. Experience working in a new or recently established APS organisation or in an organisation that deals with sensitive issues is also desirable.

If you think you fit many of these criteria but not all, please apply. We understand that not all experience and education is the same and we value diverse experiences, perspectives and knowledge.

How to apply

If this opportunity sounds like it is right for you, then we invite you to submit an application through the PWSS's [careers](#) page on our website.

Your application will include:

- A 750 word pitch with clear examples of how your work has;
- A current CV, with a maximum of three pages;
- The details of at least two referees, one of which must be your current or most recent manager; and
- Your personal details.

If you are experiencing any difficulties submitting your application, please contact the Corporate Team via email to PWSSCorporate@PWSS.gov.au prior to the closing date.

Application pitch

The PWSS application process will require you to submit a pitch of no more than 750 words. Your pitch is your opportunity to tell us why you are the right candidate for the role, why you want to work for us, and what you can contribute.

When planning your pitch, you should take into consideration the role, key duties and attributes reflected in the "About the role" and 'Our Ideal Candidate' and 'Qualifications/Desirable Experience' sections and capabilities required in alignment with the [Work Level Standards and Integrated Leadership System \(ILS\) profile](#).

Your pitch should be written in an easy-to-read font and simple, consistent format. Build on information found in your resume by highlighting specific examples or achievements that will demonstrate your ability to perform the role.

RecruitAbility scheme

The RecruitAbility scheme applies to all PWSS vacancies. RecruitAbility encourages the employment of people with disability in the Australian Public Service (APS). You will be asked to indicate if you wish to opt into the RecruitAbility scheme in the Diversity section of the application form. You must tick the 'opt in' box to participate in the scheme.

Details about the RecruitAbility scheme can be found on the [APSC website](#).

Privacy

The PWSS recognises and respects your privacy. Information supplied for this selection process will be handled in accordance with the Agency's [Recruitment Collection Notice](#).

Who to contact

For more information about the role, please contact Kathleen Sweetapple on 02 6277 9879 or email Kathleen.Sweetapple@PWSS.gov.au.

Frequently asked questions

What is RecruitAbility?

RecruitAbility is a scheme that aims to attract applicants with disability.

Under the [RecruitAbility scheme](#) you will be invited to participate in further assessments if you choose to apply under the scheme, declare that you are a person with [disability](#) and meet the minimum requirements for the advertised vacancy. More information about the RecruitAbility scheme can be found by visiting the [APSC Website](#).

Merit remains the basis for engagement and promotion.

Can I request reasonable adjustment(s)?

If you identify as a person with [disability](#), our application form provides the opportunity to request and detail any reasonable adjustment(s) to ensure you can successfully partake in any and all stages of the assessment process.

We will facilitate reasonable adjustments to ensure that you can participate equitably in the recruitment process. Reasonable adjustments are not limited to persons with disability. For example, reasonable adjustments may include additional time to complete recruitment tasks, accessible computer hardware and software, or individual needs relating to illness or injury. Please discuss your needs with the contact officer at any stage of the recruitment process. Requests will be managed sensitively and confidentially.

If you are the successful applicant, information on workplace adjustments required will be gathered as part of our onboarding process.

How will my application be assessed?

Jobs in the Australian Public Sector are classified according to expected levels of work and responsibility. For information about the expected capabilities and behaviours required, see the [APS work level standards](#) and the [Integrated Leadership System \(ILS\)](#) on the APSC website.

Your application will be assessed against the requirements of the job. Once the entire applicant pool has been assessed, the committee will create a shortlist of applicants. If your application is shortlisted, you may be asked to undertake further assessment.

What other assessment will I have to undertake?

Your application will be assessed on your ability to demonstrate that you can perform in the role, outlined in the Candidate Information Pack and in line with the relevant classification level. If your application is shortlisted, you will be progressed to a second phase of assessment.

We may use a variety of techniques to assess candidates. These may include:

- Interviews - held in person, by phone or video (MSTeams)
- Work sample tests

Your referees may also be contacted at any stage of the assessment process to validate your claims. We encourage you to advise them that you have applied for a role at the PWSS. You should feel confident that they will be able to support your application.

Am I able to request feedback?

Post-selection feedback is an integral part of all merit-based recruitment activities. Individual assessments are available to applicants upon request via PWSSCorporate@PWSS.gov.au.

How do I withdraw my application?

If you have submitted an application, but no longer wish to be considered for the position, you need to withdraw your application via email to PWSSCorporate@PWSS.gov.au. Once you withdraw your application you will be unable to re-submit it without contacting PWSSCorporate@PWSS.gov.au.

If you withdraw your application after the closing date, please inform the Contact Officer using the contact officer details located on the second page of this Candidate Information Pack.

What is a merit pool or merit list?

A merit list, or merit pool can be created as part of a selection process and be used to fill similar vacancies for 18 months from the date the original vacancy was advertised in the Gazette (APSJobs). If there is a ranked *order of merit (list)*, then applicants are listed in order of suitability (first, second and so on). The first offer of employment must be made to the highest ranked applicant. Any subsequent offer of employment using the merit list to fill the same or a similar vacancy must follow the ranking.

If there is a *merit pool*, offers of employment must first be made to candidate(s) in the highest group (example, *highly suitable* and *suitable*). The first offer of employment is made to the most suitable person remaining in the pool, assessed against the requirements of the vacancy. Any subsequent offer of employment is made to the most suitable applicant remaining in the pool, assessed against the requirements of the same or a similar vacancy to be filled. More information can be found on the [APSC website](#).

Merit pool sharing

The merit pool established through this recruitment process may be shared with other APS agencies at the discretion of the PWSS.

What are the PWSS salary and conditions?

Our terms and conditions of employment are governed by the Public Service (Terms and Conditions of Employment) (Parliamentary Workplace Support Service) Determination 2024 (the Determination). This Determination applies the terms and conditions of the [Department of Finance Enterprise Agreement 2024-2027](#) (Finance EA) to all non-SES PWSS employees (APS1 to EL2).

The salary range will also be listed on the advertisement. Salaries are adjusted annually throughout the life of the agreement.

How long does the onboarding process take?

Following the recruitment process, if you are rated suitable and offered a position with the PWSS you will undergo pre-employment checks consisting of a Conflict-of-Interest Declaration form, National Criminal History check, security clearance confirmation, super eligibility and Australian Citizenship, prior to a formal offer being issued.

The onboarding timeframes can vary from 3-4 weeks, depending on your security clearance status. PWSS Corporate team will be in regular contact with you throughout the process.