POSITION DESCRIPTION

Directorate: Chief Minister, Treasury and Economic Development

Division: Economic Development

Business Unit: Events ACT

Position Title: Assistant Director, Marketing and Communications

Position Number: P72545

Classification: SOG C

Location: Canberra City

Last Reviewed: September 2026

The Australian Capital Territory Public Service (ACTPS) is a values-based organisation where all employees are expected to embody the prescribed core values of respect, integrity, collaboration and innovation as well as the related signature behaviours.

DIRECTORATE OVERVIEW

The Chief Minister, Treasury and Economic Development Directorate (CMTEDD) leads the public sector and works collaboratively both within government and with the community to achieve positive outcomes.

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, the Directorate's Ministers and the Cabinet on policy, economic and financial matters, service delivery, whole of government issues and intergovernmental relations. The Directorate facilitates the implementation of government priorities, drives initiatives as well as leads the strategic direction for the ACT Public Service (ACTPS), to ensure it is well positioned to perform its role.

DIVISION OVERVIEW

The role of Economic Development is to facilitate the diversification and strengthening of the ACT economy as well as the creation of a vibrant community that will attract and retain people in the city.

Economic Development is made up of the following business functions:

- Innovation, trade, investment and general business development
- Higher education (including vocational education and training)
- Tourism and major events
- Arts and culture
- Sports and recreation
- Major venues

- Strategic Infrastructure Coordination.

Economic Development also has responsibility for coordinating and delivering a range of key strategic initiatives and major projects.

BUSINESS UNIT OVERVIEW

Events ACT is responsible for coordinating, managing and delivering a range of events that are important to the city and the community, including:

- Floriade and NightFest
- Windows to the World
- Canberra Nara Candle Festival
- New Year's Eve celebrations
- Australia Day
- Enlighten Festival, including Symphony in the Park and Lights! Canberra! Action!
- Canberra Day celebrations
- Canberra Balloon Spectacular
- ACT Australian of the Year Awards
- Chief Minister's Canberra Gold Awards
- State Funerals and Memorials
- Ceremonial events and city activations

Events ACT also provides advice and support to the events and festival sector and provides coordination and facilitation services to external events that have a direct impact on government infrastructure and directorate operations. Events ACT also administer the ACT Event Fund and major event acquisitions for the ACT.

In addition to the ACTPS values of respect, integrity, collaboration and innovation, Events ACT has its own values that have been developed to be specific to our work environment and culture.

Events ACT Values

Growth happens a little bit, every day, over time, with help.
We are always looking for ways to improve – to evolve our events; to give our attendees new experiences; to ensure our industry thrives; to better ourselves. We work best and grow as a team when we help each other and ask for help.

- We are supported to test and try new things.
- We encourage individualised learning.
- We feel heard and valued.

Our business is engagement, so we bring the fun!
Our work is complex and serious, but it is also colourful and full of life. We are intentional about creating joy in our demanding day-to-day roles because our enjoyment seeps into the work that we do and is felt by our community, partners and attendees.

- Divergent and daring thinkers thrive here.
- Work-life balance is key to our energy and sustainability.
- We celebrate our work and people genuinely and regularly.

We make memorable experiences happen on time, all year round.
We're ambitious and we strive for best practice. We're also realists who get the job done.

- We act for the greater good of our community.
- We succeed and solve problems together.
- We take pride in the work we do.

As connection creators, we start with clarity and trust.
We design, support and promote events for people to share and for audiences to take in. We bring these same qualities into our everyday interactions – imparting knowledge, paying attention and respecting each other.

- We are honest and credible.
- We share freely because we know the team has our back.
- We make time for each other.

POSITION OVERVIEW

Events ACT delivers some of Canberra's most recognised and valued events and festivals, while also supporting a diverse and growing events sector that helps make Canberra a vibrant place to live, work and visit.

The Assistant Director, Marketing and Communications leads the team responsible for growing audiences, promoting events and connecting people with experiences across Canberra.

This role combines strategic thinking with practical delivery. You will lead a small, high-performing team, provide marketing and communications advice, oversee major campaigns and build strong relationships with industry, government and community stakeholders. You will provide clear direction and decision-making, while remaining actively engaged in supporting the team's delivery of marketing and communications outcomes.

The position plays an important role in increasing participation in Canberra's event life, supporting the visibility of the ACT events sector and using events to strengthen Canberra's reputation as a vibrant year-round events destination.

You will be responsible for delivering marketing and communications activities, managing resources, suppliers and media and marketing partnerships, and ensuring government investment in events achieves the greatest possible impact for the community, visitors and the broader economy.

WHAT YOU WILL DO

1. Lead the marketing and communications function, building a capable, collaborative and high-performing team, providing clear direction and sound judgement, and ensuring resources are effectively managed.
2. Grow audiences, participation and visitation through integrated marketing, communications and audience development plans informed by audience insights, campaign performance and market trends.
3. Promote Events ACT initiatives and use government-owned marketing, communications and digital channels to connect audiences with events and experience across Canberra, supporting visibility of the broader ACT events sector.
4. Provide marketing and communications advice informed by audience, campaign and market insights, using evidence to guide decisions, communications approaches and marketing activities.
5. Manage media and marketing partnerships, external suppliers and associated government processes, ensuring effective procurement, stakeholder engagement and reporting.
6. This position involves direct 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. Demonstrated experience leading marketing, communications and audience development activities, ideally within major events, tourism, destination marketing, cultural or public sector environments.
2. Strong understanding of contemporary marketing and communications practice, including audience growth, digital channels, brand management, content production, media engagement and performance measurement.
3. Experience managing projects, budgets, suppliers and stakeholder relationships, with a track record of delivering results in a complex environment.

Behavioural Capabilities

1. Proven ability to lead and develop people, foster collaboration and create a positive, high-performing team culture.
2. Strong judgement, initiative and resilience, with the ability to manage competing priorities and deliver outcomes in a dynamic environment.
3. Excellent communication, relationship-building and influencing skills, with a collaborative and customer-focused approach.

Compliance Requirements / Qualifications

- Qualifications in marketing, communications, public relations, media, journalism, business, tourism or event management are desirable.
- Current Australian driver's license
- Ability to work event days and/or nights on occasion, some that are public holidays.
- This position does not require a Working with Vulnerable People Check.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Assistant Director, Marketing and Communications (position number P72545) 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	Occasionally
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Never
Designated workstation	Never

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Occasionally
Fixed or specified start/finish times	Occasionally
Expected to work extensive hours over a significant period due to the nature of the duties	Never
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Occasionally
Frequent overtime	Occasionally
Rostered shift work	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Never
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	Never
Lifting 10kg+	Never
Climbing	Never
Reaching	Never
Bending/squatting	Never

Push/pull	Never
Sequential repetitive movements in a short amount of time	Never

TRAVEL	**FREQUENCY**
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Occasionally

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	Never
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	Never

OTHER	**FREQUENCY**
Uniform required	Occasionally
Personal Protective Equipment (PPE) required	Occasionally