POSITION DESCRIPTION

Directorate: Chief Minister, Treasury and Economic Development Directorate (CMTEDD)

Division: Communications and Engagement

Branch: Content, Governance and Protocol

Business Unit: Content

Position Title: Senior Content Officer

Position Number: P20648

Classification: ASO6

Location: City Office Block, London Circuit

Last Reviewed: October 2026

DIRECTORATE OVERVIEW

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

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, Directorate Ministers and 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 that it is well positioned to perform its role. The Director-General of CMTEDD is also the Head of Service.

More information is available at www.cmtedd.act.gov.au

DIVISION OVERVIEW: COMMUNICATIONS AND ENGAGEMENT

Our role 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 value ongoing learning and will support you to grow your career. Working with us, you will ensure the right information is provided to the right audience, at the right time. You will:

- bring an audience-first lens to your work, informed by research, insights and evaluation
- work with stakeholders in partnership with a strong client service ethic
- enjoy working in a fast-paced environment, be flexible and open to change
- be supported by whole of government guidelines, policies and procedures, and guided by an annual whole of government communications and engagement plan.

POSITION OVERVIEW

The Senior Content Officer (ASO6) plays a key role in delivering high-quality, timely, and engaging content for various whole of government communication channels, including the ACT Government social media channels, and the Our Canberra newsletter, website and e-newsletter.

With strong editorial judgment, creativity, and attention to detail, this role supports the development and execution of content that reflects whole-of-government priorities and resonates with the Canberra community. The officer will manage the end-to-end process of content – from ideation and planning to creation, publishing, community engagement, performance tracking, and reporting.

This role requires excellent time and workflow management, the ability to generate and pitch compelling content ideas, and a collaborative approach to working with internal stakeholders, subject matter experts, and multidisciplinary teams across government.

The position will also provide support to the Media and PR team as required.

This role supports the ACT Government's commitment to delivering accessible, responsive, and engaging communications that inform and empower the Canberra community.

WHAT YOU WILL DO

As the Senior Content Officer you will:

1. Create and publish high-quality, accessible content across ACT Government social media channels - including Facebook, LinkedIn, and the WeAreCBR Instagram – as well as digital and print channels, including websites and e-newsletters.
2. Assist with managing a content calendar and identifying creative opportunities to promote the work of ACT Government across different whole of government channels.
3. Contribute to channel management on social media channels, including moderation, analytics and reporting.
4. Work independently and proactively to manage a dynamic workload, contribute creative content ideas, and ensure timely, accurate delivery of communications aligned with government priorities.
5. Collaborate with stakeholders across directorates, and within the CMTEDD Communications and Engagement Division, to support cross-channel content development, amplify campaign reach and support Government priorities.
6. Contribute positively to a collaborative team environment, demonstrating initiative, flexibility, and a proactive approach to support shared goals and evolving priorities.
7. Model respectful behaviours and workplace safety, while demonstrating the ACT Public Service values of respect, integrity, collaboration, and innovation.
8. Provide communications and online services support at the Public Information Coordination Centre (PICC) as required during Territory emergencies.
9. Note: This position does not involve 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. **Contemporary communications expertise**

   Sound knowledge of contemporary techniques for creating audience-centric content for different channels; including targeted content generation, channel management, publishing and evaluation.

2. **User-centric content creation**

   Demonstrated experience in writing, curating, and publishing engaging content tailored to diverse audiences across multiple channels, with a strong focus on accessibility and relevance.

3. **Social media tools and community management**

   Experience in a social media-focused communications role, including the use of social media management platforms (e.g. Meta Business Suite, Sprout Social), online graphic design tools (e.g. Canva), and community engagement practices. Familiarity with paid campaign delivery and performance reporting is desirable.

Behavioural Capabilities

1. **Supports strategic direction**

   Understands the strategic priorities of the ACT Government and contributes to the delivery of whole-of-government communications through high-quality content. Thinks ahead, anticipates issues, and identifies opportunities to enhance engagement and community understanding.

2. **Communicates with influence**

   Confidently produces clear, concise and audience-focused content tailored for digital platforms. Translates complex or technical information into accessible and engaging messages. Provides advice to stakeholders and colleagues on content performance, tone, and risk management.

3. **Demonstrates personal drive and integrity**

   Works independently to manage workload, meet deadlines, and uphold high standards of accuracy, accessibility and professionalism. Takes accountability for actions and contributes to a culture of continuous improvement and learning.

Compliance Requirements / Qualifications

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

2. A current driver licence is desirable.

3. This position does not require a pre-employment medical.

4. 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 Senior Content Officer (position number P20648) 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

*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	Never
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	Never
Low lighting	Never
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