



POSITION DESCRIPTION

Directorate: Digital Canberra

Position Number: P70306

Division: Corporate Services

Classification: SOGC

Business Unit: Communications and Engagement Branch

Location:

Hybrid working arrangements (220LC, Winyu, Bowes Street and work from home)

Position Title: Assistant Director, Internal Communication

Last Reviewed: April 2024

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 demonstrate the related signature behaviours.

DIRECTORATE OVERVIEW

Digital Canberra leads the ACT Government's technology, digital, data, and cyber security services. We strive to improve the lives of Canberrans through delivering and supporting digital government services that are easy to access, save time, and are safe to use. We achieve this while also looking to the future – making technology investment decisions that will transform Canberra into a genuinely connected city.

Digital Canberra leads the implementation of the ACT Digital Strategy and ACT Digital Health Strategy, manages ICT infrastructure for our hospitals, schools, and public service, and represents the ACT at national digital, data, and cyber security forums.

Digital Canberra has a diverse workforce across many functions and sites. We have an inclusive culture, and we ensure our people are respected, valued and involved.

DIVISION OVERVIEW

The **Corporate Services Group** provides a range of strategic, organisational, administrative and human resources functions for Digital Canberra. The branch encompasses three branches:

- Communications and Engagement
- People and Capability
- Ministerial and Government Services

BUSINESS UNIT OVERVIEW

The **Communications and Engagement Branch** supports Digital Canberra to achieve its objectives and outcomes by providing strategic advice and delivering high-quality communications, engagement, and media outcomes for our stakeholders (both internal and community audiences).

Our role is to improve and strengthen Canberrans' digital engagement with Government by embedding a community lens on the planning, design and delivery of technology solutions that deliver reliable, efficient, and secure digital systems for our community.

We promote the work of Digital Canberra in delivering government priorities and expected outcomes using our whole of government understanding of technology and data needs and capability.

POSITION OVERVIEW

Under limited direction from the Director, lead and support the delivery of priority areas of work, designing and delivering internal communication campaigns and engagement activities to meet organisational objectives and audience needs.

WHAT YOU WILL DO

1. Lead the development and implementation of internal communications and engagement strategies.
2. Project manage the implementation of strategies, monitoring timeframes, budget and resources ensuring a coordinated and integrated approach.
3. Conduct research, analyse data and use a project management approach to implement strategies, monitor timeframes and resources ensuring a coordinated and integrated approach.
4. Support the Senior Director and Director on emerging priorities and delivery of complex strategies.
5. Coordinate and develop content in support of strategy implementation, ensuring all elements align to best practice and ACT government policies around accessibility, plain English and style.
6. Provide advice, guidance and ongoing support to directorate business areas on a range of internal communications and engagement matters.
7. Proactively engage with relevant policy and program areas to identify opportunities and deliver outcomes that align with directorate priorities and culture building initiatives.
8. Collaborate and consult across the directorate to gather insights and input into strategies to ensure the best communications and engagement outcomes.
9. Supervise the work of team members, providing insights and direction, empowering them, and proactively providing constructive feedback.
10. Champion contemporary practice communications and community engagement solutions, always striving to deliver appropriate communications outcomes.
11. Initiate and develop business partnerships with executives, managers and other stakeholders.

12. Evaluate and report on strategic outcomes to ensure successful results are achieved and to demonstrate business impact.

WHAT YOU REQUIRE

information below describes the capabilities that are required to perform the duties and responsibilities of the position.

Professional / Technical Skills and Knowledge

1. Advanced knowledge of and expertise with strategic communications and engagement in a public sector environment, with a track record in implementing effective communications activities.
2. Exceptional project management skills and a demonstrated ability to plan, prioritise, coordinate, and manage workflows associated with a busy environment.
3. Sound ability to conduct research, analyse information and report data to inform the development and delivery of communications and engagement solutions and related projects.
4. Extensive knowledge of relevant legislation governing the communications and engagement landscape, as well as an understanding of contemporary policies and practices.

Behavioural Capabilities

1. Ability to lead and deliver agreed business outcomes and solutions by taking initiative, setting clear direction and providing guidance to team members.
2. Ability to establish and maintain effective and diverse business partnerships, including with executive stakeholders, clients and providers, through collaboration, engagement and responsiveness.
3. Advanced written and verbal communication skills, including the ability to present information in a well-structured and logical way, and liaise, influence and negotiate effectively with stakeholders.
4. Analytical thinking and problem-solving skills, particularly the ability to understand how issues integrate, and identify and develop solutions to deliver improvement-focussed outcomes.
5. Adaptability to changing circumstances and multiple priorities and demands, and resilience while managing a constantly changing environment.

Compliance Requirements

6. A tertiary qualification in communications, public relations, marketing, media or a related discipline is highly desirable.
7. An IAP2 Certificate of Engagement, or a willingness to obtain, is preferred.
8. An ACT Government CMTEDD-issued Personnel Vetting Program certificate, or the ability to obtain and maintain one.
9. A Working with Vulnerable People Check, or the ability to obtain and maintain one.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Assistant Director Communication 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	Frequently
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation	Frequently

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Frequently
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Occasionally
Frequent overtime	Never
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)	Occasionally
Working in a call centre environment	Never
Working directly with the public	Never

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Never

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Never
Lifting 10kg+	Never
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	Never
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