

CITY AND ENVIRONMENT DIRECTORATE (CED)

POSITION DESCRIPTION

POSITION DETAILS

Position title: Assistant Director, Campaigns

Location: Dickson

Classification: Senior Officer Grade C

Reports to: Director, Media and Channel Management

Position number: P16616

Date last reviewed: July 2026

Division: Chief Operating Officer Group

Position requirements: Nil

Business unit: Communications, Engagement and Media Branch

DIRECTORATE OVERVIEW

The City and Environment Directorate (CED) brings together the people, services and systems that shape Canberra's future. We are a new directorate with a bold purpose: to deliver smarter, more connected services that respond to the needs of our Territory and community.

CED was established to align planning and transport, improve efficiency of development decisions, support environmental management, consolidate city services operations, and strengthen how government connects with the community. Our work spans the natural and built environments, city and transport services, and regulatory and customer service functions.

We are here to:

- Deliver streamlined, customer-focused services.
- Align planning, transport and environmental stewardship.
- Consolidate operations for greater efficiency and impact.
- Make government services more accessible, transparent and trusted.

At CED, we put people and place at the centre of everything we do. Whether shaping policy, maintaining public spaces, designing transport networks or supporting regulatory access, our people contribute to a connected, inclusive and resilient Canberra.

BUSINESS UNIT OVERVIEW

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
- Be guided by an annual whole of government communications and engagement plan.

POSITION PURPOSE

The Assistant Director, Campaigns is part of the Communications and Engagement team which provides campaign support for projects being rolled out by the City and Environment Directorate.

This role is responsible for managing campaigns which will contribute to the delivery of timely and accurate information ensuring high community awareness, positive community engagement and reputation management.

To do this, this role will work collaboratively across the Communications, Engagement and Media Branch while also building and maintaining effective stakeholder relationships across the broader directorate and government to develop and implement high-quality campaigns and content, ensuring the right information is provided to the right audience, at the right time.

Working under limited direction, this role requires a self-motivated and detail orientated person with strong time management and effective organisation skills with the ability to think laterally, work under pressure and achieve deadlines in an environment of competing priorities.

DUTIES / RESPONSIBILITIES

Under the broad direction of the Communications and Engagement leadership team, you will translate government priorities into impactful campaigns that resonate with the community through campaign management.

1. Lead the development and implementation of integrated advertising campaigns that include a mix of paid media, public relations, creative development, digital and content marketing activities aligned to the 'One Government, One Voice' strategic approach.

2. Analyse, distil and apply research, data, insights and evaluation outcomes to bring an audience first lens to the development of campaign strategy and creative concepts.
3. Work and collaborate with key stakeholders and subject matter experts to provide expert advice for tier one and strategic government campaigns. Advising on campaign strategy, creative development, media buy, insights, implementation, and evaluation.
4. Establish and maintain effective business partnerships, including with internal and external stakeholders, through collaboration, engagement, responsiveness and influence.
5. Work collaboratively with the broader CED Communications, Engagement and Media teams, ensuring campaign marketing efforts are well integrated and suitably supported across the organisation's owned channels.
6. Lead the implementation and evaluation of campaign project plans, schedules and budgets in line with campaign objectives.
7. Collaborate with internal (and external when required) creative team to produce and deliver the necessary plans and assets to bring strategic, targeted and effective marketing campaigns to life on time and on budget.
8. Understand and work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and innovation, and model behaviour consistent with the ACTPS Respect Equity and Diversity framework.
9. This position may be required to support and participate in the Public Information Coordination Centre (PICC) in times of a Territory emergency.
10. This position **may** involve direct supervision of staff.

SELECTION CRITERIA (CAPABILITIES)

Your suitability for this position will be assessed based on your **skills, knowledge** and **behaviour** in relation to the duties/responsibilities listed above.

Professional / Technical Skills and knowledge

1. Strong expertise and professional experience in audience and insights-driven marketing communications and media practices with the ability to analyse and distil insights and research to inform campaign strategy, creative, implementation and evaluation.
2. Knowledge of and exposure to a complex government environment or the ability to swiftly acquire knowledge of the operating environment of government; and an understanding of the sensitivities involved.
3. Sound organisational skills, including the ability to effectively manage multiple tasks, and determine priorities.

Behavioural Capabilities

1. Ability to initiate creative and innovative ideas, approaches or insights.

2. Well-developed, persuasive and negotiation skills, utilising exceptional written and verbal communication ability to engage effectively with various stakeholders and audiences.
3. Ability to appropriately handle sensitive material with confidentiality, showing sound judgement and integrity.
4. Resilience and the ability to work productively when faced with changing circumstances and successfully manage multiple priorities and demands, in a dynamic, complex and diverse environment.
5. Understand and work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and innovation, and model behaviour consistent with the ACTPS Respect Equity and Diversity framework.

COMPLIANCE REQUIREMENTS / QUALIFICATIONS

- Relevant tertiary qualifications such as in communications, marketing and/or public relations is highly desirable.
- The successful applicant may need to be available for occasional weekend and after-hours work including being on an optional on-call roster.
- Visa holders are eligible to apply for both permanent and temporary roles. Those with eligible visas may be considered for permanent employment, while individuals with temporary residency or limited-duration visas may be offered permanent employment for the duration of their visas.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Assistant Director, Campaigns (position number 16616) and indicates how frequently each of these requirements would be performed. Please note that CED 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	Never
<i>The position in an activity-based work environment</i>	

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
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 paid 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	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	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	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