



POSITION DESCRIPTION

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

Division: Communications and Engagement

Business Unit: Strategy and Creative Branch

Position Title: Assistant Director, Campaigns

Position Number: P46215

Classification: SOGC

Location: Canberra, ACT

Last Reviewed: March 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 demonstrate 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 that it is well positioned to perform its role.

DIVISION OVERVIEW

The role of CMTEDD Communications and Engagement Division 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.

BUSINESS UNIT OVERVIEW

The Strategy and Creative Services branch provides strategic and creative thinking, development and execution underpinned by research and insights. We offer advice and support on stakeholder and community engagement, and the development and delivery of priority campaigns and creative assets.

POSITION OVERVIEW

This position 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.

Collaborating within and across teams to develop and implement high quality campaigns and content, this role will ensure the right information is provided to the right audience, at the right time, and

- bring an audience-first lens to the work, informed by research, insights and evaluation.
- collaborate with stakeholders in partnership with a strong client service ethic.
- be supported by whole of government guidelines, policies and procedures, and be guided by an annual whole of government communications and engagement plan.

WHAT YOU WILL DO

As a senior member of the campaigns team, you will have strong marketing expertise, a track-record in campaign management and an understanding of the government sector. You will have an ability to translate government priorities into impactful campaigns that resonate with the community to drive awareness and action. Reporting to the Director Campaigns, you will:

- Lead the development and implementation of integrated advertising campaigns and 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.
- Analyse, distil and apply research, data, insights and evaluation outcomes to the development of campaign strategy and creative concepts.
- 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.
- Establish and maintain effective business partnerships, including with internal and external stakeholders, through collaboration, engagement, responsiveness and influence.
- Work collaboratively with the broader CMTEDD Communications and Engagement Division teams, ensuring campaign marketing efforts are well integrated and suitably supported across the organisation's owned channels.
- Lead the implementation and evaluation of campaign project plans, schedules and budgets in line with campaign objectives.
- 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.
- Bring an audience-first lens to your work, informed by research, insights and evaluation.
- Provide advice on emerging communications and digital media opportunities.
- Support and participate in best practice communications and engagement response at the Public Information Coordination Centre (PICC) in times of a Territory emergency.
- Occasional weekend and after-hours work may be required, with access to flex leave.
- This position will 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. 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 team and own 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

1. Relevant tertiary education qualifications such as in Communications, Marketing and/or Public Relations is highly desirable.
 2. A Driver's (Class C) license is desirable.
 3. A Working with Vulnerable People registration is desirable.
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WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Assistant Director, Campaigns 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.

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	Occasionally
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
