



CITY AND ENVIRONMENT DIRECTORATE (CED)

POSITION DESCRIPTION

POSITION DETAILS

Position title: Assistant Director, Communications and Engagement

Business unit: Communications, Engagement and Media Branch

Classification: Senior Officer Grade C

Location: Dickson

Position number: 29256

Reports to: Director, Communications and Engagement

Division: Chief Operating Officer Group

Date last reviewed: June 2026

Position requirements: Nil

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 is part of the Communications and Engagement team which provides support for projects being rolled out by the City and Environment Directorate.

This role will help to drive the development and delivery of integrated communications and engagement strategies, ensuring consistent, high-quality public-facing outputs which are aligned with CED priorities, government objectives and community expectations.

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 align messages and priorities where needed.

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 forward plan, prioritise and identify risks and emerging issues, and will:

1. Develop, implement and evaluate communications and engagement strategies that align with organisational and whole-of-government priorities to effectively inform target audiences and engage stakeholders.
2. Produce and edit high-quality content which may include arrangement briefs, media releases, web and social media content, advertising content, direct email marketing content, program resources and other content as required.

3. Provide strong project management skills, including the ability to successfully manage consultants, define priorities, coordinate activities and deliver results within specified timeframes.
4. Have demonstrated experience in building and maintain productive relationships with internal and external stakeholders, including Ministerial offices, executives, media and contractors.
5. Be able to foster a positive working culture and team environment.
6. Undertake other communication and engagement activities as directed.
7. Have demonstrated experience participating in, or supporting, best-practice issues, crisis and emergency communication responses, including operating in fast-paced, high-pressure environments.
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. Demonstrated experience in developing, implementing and evaluating insights driven communications campaigns and engagement strategies within set deadlines, including managing associated issues and establishing priorities.
2. Demonstrated ability to liaise and negotiate effectively with a range of internal and external stakeholders such as ministerial and executive staff, stakeholders, other directorates, contractors, community groups, businesses and media.
3. Demonstrated ability to meet deadlines under limited supervision and exercise initiative in a complex and dynamic work environment.
4. Excellent oral and written communication skills for a wide range of communications channels including digital content.

Behavioural Capabilities

1. Achieves results with integrity, manages resources wisely and with probity.
2. Fosters collaboration, promotes a positive team culture and thrives in a team environment.

3. Demonstrates a strong commitment to the ACTPS Values, Code of Conduct, Respect, Equity and Diversity Framework, and Workplace Health and Safety.

COMPLIANCE REQUIREMENTS / QUALIFICATIONS

- Relevant tertiary qualifications such as in communications, marketing and/or public relations is highly desirable.
- Accreditation under the International Association of Public Participation (IAP2) 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, Communications and Engagement 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	Never

Rostered shift work	Never
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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	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	Occasionally
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Occasionally



Personal Protective Equipment (PPE) required	Occasionally
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