



POSITION DESCRIPTION

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

Division: Communications and Engagement

Branch: Content and Protocol

Business Unit: Content

Position Title: Director, Content

Position Number: P17659

Classification: SOG B

Location: City Office Block, London Circuit

Last Reviewed: September 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 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

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.

POSITION OVERVIEW

This position leads the delivery of content for various Whole of Government (WHOG) communication channels including social media, the Our Canberra website, e-newsletter and print publication, as well as the Easy Read edition of the print newsletter.

Collaborating within and across teams to develop and distribute high-quality content, this role is pivotal in driving the content strategy for WHOG channels. The role has a focus on providing the right information to the right audience, at the right time, by:

- bringing an audience-first lens to the work, informed by research, insights and evaluation
- collaborating with stakeholders in partnership with a strong client service ethic
- working in a fast-paced environment, while being flexible and open to change
- being 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

Your work will ensure engaging and informative content reaches the relevant audience on the channels they use. Key responsibilities include:

- development and execution of the ACT Government's WHOG content strategy in collaboration with senior executives, Ministers' Offices and directorates across government
- working closely with stakeholders, subject matter experts and multidisciplinary teams within other directorates and Ministerial offices to source, design and curate content designed around user needs
- regular performance reporting and analysis to inform audience growth and engagement as well as to demonstrate impact
- management of direct relationships with external stakeholders
- management of a multidisciplinary team, including supervising staff, mentoring, managing workloads and building capability
- communications support at the Public Information Coordination Centre (PICC) in times of a Territory emergency; and
- other duties as required.

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. Extensive experience in audience and insights driven communications and content strategy, development and implementation.
2. Strong experience in sourcing, developing and editing engaging content for multiple platforms including social media, print, online and e-newsletters, particularly in a complex and high paced environment with multiple stakeholders.

3. Expertise in contemporary communications and digital content practices or marketing, including analysis and data reporting to track performance.

Behavioural Capabilities

1. Leadership expertise to deliver agreed business outcomes, while setting direction and providing guidance for team members.
2. Well-developed persuasive and negotiation skills, utilising exceptional written and verbal communication ability to engage effectively with various stakeholders and audiences.
3. Demonstrated high work ethic, ability to meet deadlines under limited supervision, exercise initiative in a complex and dynamic work environment, and to work under pressure managing multiple priorities.
4. Understanding of, and demonstrated commitment to, the implementation of the ACTPS Values, Code of Conduct, Respect, Equity and Diversity Framework and Workplace Health and Safety initiatives.

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's license is desirable.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Director, Content (position number P17659) 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
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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	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