



ACT
Government

Environment, Planning and
Sustainable Development

POSITION DESCRIPTION

Directorate: Environment, Planning and Sustainable Development

Position Title: Communications and Engagement Officer

Division: Office of the Director General

Position Number: PN42973

Branch: Communications, Engagement and Media

Classification: Administrative Services Officer Class 6

Location: Dickson ACT – Hybrid and flexible working arrangements are available.

Last Reviewed: March 2024

Our Business

The ACT Public Service (ACTPS) operates on a one government service model, the ACTPS is a values-based service based on its core values of respect, innovation, collaboration, integrity. The four service values guide the decision making and operations of the ACTPS. Within the ACT Public Service the Environment, Planning and Sustainable Development Directorate (the Directorate) vision is 'shaping Canberra's future' and our mission is to be informed, connected, innovative.

Our responsibilities for a wide range of policies and programs that includes areas as diverse as climate change, energy, nature conservation, environment protection, strategic and statutory planning, development approvals, building policy, land policy and economics, heritage and water. The Directorate also includes the ACT Parks and Conservation Service which manages nature reserves, national parks, commercial softwood forests and rural lands to ensure Canberra provides open and safe space to its community. In addition, the Directorate provides corporate and governance support for the Suburban Land Agency and the City Renewal Authority.

Our Workforce

We are committed to attracting and retaining people with the right skills, knowledge and behaviours that will ensure we can deliver on our Strategic Plan's vision objectives and strategic indicators. We welcome creative thinkers who can communicate with candour, clarity and respect and have the focus and dedication to help lead projects from conception through to delivery. Our purpose together is to plan and sustain our natural and built environments and make the ACT a place of choice today and into the future. We aim to be informed, connected, adaptive and innovative in everything we do.

Division Overview

What we do

The Communications, Engagement and Media branch has the responsibility of managing the communications, graphic design, digital content, social media, media and web content of the Directorate. The Branch liaises with the media, prepares internal and external publications; manages the Directorates website and intranet; coordinates social media platforms; provides public relations advice and support to line areas; coordinates advertising and marketing. The Branch also designs and supports community engagement activities across the Directorate through consultation with community organisations and other stakeholders in relation to strategic policy and programs.

What we are

We are a diverse, innovative and professional team of people who come from a wide variety of backgrounds. We welcome people with experience from the community, public and private sectors and believe the more diverse our knowledge base is, the better our results will be.

We value people with innovative and creative ideas, who communicate with candour and respect, and who have the motivation to drive projects from conception through to delivery. We are curious about each other's work and always ask "who else needs to know?"

Duties & Responsibilities

Under supervised direction, you will work collaboratively within a multidisciplinary team to develop, deliver and evaluate best practice communications and engagement projects.

You will deliver effective, well-evidenced and targeted community and stakeholder engagement activities and collateral, working collaboratively to develop and deliver the right information to the right audience at the right time, and will:

- Develop communications and engagement strategies to effectively inform target audiences and engage stakeholders.
Provide advice on communications and engagement activities to senior leaders, Ministers and Executive.
- Understand contemporary emerging requirements for communications and engagement including the use of digital channels.
- Create, edit and implement engaging communications content for print publications, websites, and digital channels, including but not limited to media releases, web content, social media, articles and marketing collateral in line with Directorate and whole of government policies and expectations.
- Evaluate your projects and insights to inform activity and ongoing improvement.
- Work closely with stakeholders, subject experts and multidisciplinary teams to prepare and design your communication approach and tactics.
- Work collaboratively across ACT Government communication teams including with other Senior Officers and Ministers' Offices to deliver key activities.
- 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.
- This position may be required to support and participate in the Public Information Coordination Centre (PICC) in times of a Territory emergency.

Selection Criteria

Your suitability for this position will be assessed based on your **skills, knowledge** and **behaviour** in relation to the duties/responsibilities listed above. **Please refer to the advertising materials for information on how to apply.**

Professional / Technical Skills and knowledge

- Demonstrated experience in developing and implementing integrated communications strategies within set deadlines, including managing associated issues and establishing priorities within a dynamic work environment.
- Demonstrated experience in developing, implementing and evaluating community engagement projects.
- Proven written, verbal and editing skills, and the ability to prepare content for various channels to reach a wide and diverse audience that is informed by research, insights, and evaluation.

Behavioural Capabilities

- Collaborative and adaptable when priorities change and is solution focussed to offer ideas to improve efficiency and effectiveness.
- Strong organisational skills and the ability to meet multiple deadlines amid competing priorities within a dynamic work environment.
- Ability to collaborate and negotiate effectively with a wide range of internal and external stakeholders.

Qualifications/Requirements

- Relevant tertiary education qualifications and a minimum of three years' experience working professionally in the fields of Communications, Marketing, Public Relations, Engagement or a related field is highly desirable.
- Accreditation under the International Association of Public Participation (IAP2) is desirable.

Contact Officer

Jacqueline Goddard – Assistant Director, Communications and Engagement
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Further Information

For further information about EPSDD, its roles and functions, employment conditions, office locations and other related resources, please visit <http://www.planing.act.gov.au> and <http://www.environment.act.gov.au/>.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Communications and Engagement Officer and indicates how frequently each of these requirements would be performed.

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	Rarely
Designated workstation - <i>ABW environment</i>	Never

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Never
Expected to work extensive hours over a significant period due to the nature of the duties	Rarely
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Occasionally
Frequent overtime	Never
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)	Never
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	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

OTHER	FREQUENCY
Uniform required	Never
Personal Protective Equipment (PPE) required	Occasionally