

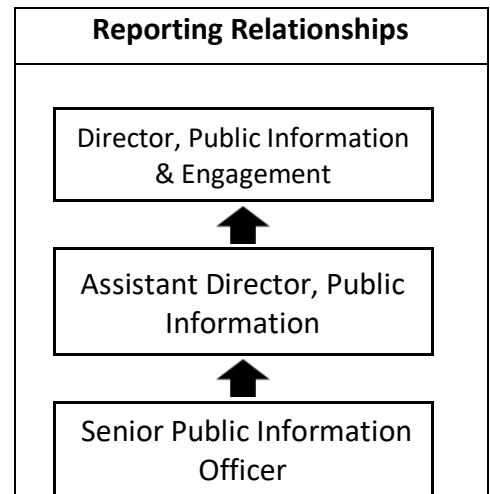


ACT
Government

Justice and Community Safety

POSITION DESCRIPTION

Directorate	Justice and Community Safety
Business Unit/Agency	ACT Emergency Services Agency
Branch	Public Information and Engagement
Position Number	49238
Position Title	Senior Public Information Officer
Classification	Administrative Services Officer 6 (ASO6)
Location	Fairbairn
Last Reviewed	February 2024



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.

The ACTPS supports workforce diversity and is committed to creating an inclusive workplace. As part of this commitment, Aboriginal and Torres Strait Islander peoples, people with disability, culturally diverse people and those who identify as LGBTIQ are encouraged to apply.

The ACTPS is committed to the principles of Reasonable Adjustment to ensure everyone has equitable employment opportunities.

DIRECTORATE OVERVIEW

The Justice and Community Safety Directorate (the Directorate) seeks to maintain a safe, just and resilient community in the ACT.

This will be realised by working with the ACT government, key stakeholders and the community to:

- Strengthen community safety;
- Protect people's rights and interests;
- Care for and support vulnerable people;
- Enhance access to justice; and
- Build community resilience to emergency.

To achieve our vision for a safe, just and resilient community, the Directorate aims to be community-minded; human-rights focussed; inclusive and diverse; passionate about its work; and committed to making a positive difference.

The Directorate advises and supports the following ministerial portfolios:

- Chief Minister
- Attorney-General
- Minister for Gaming
- Minister for Consumer Affairs
- Minister for Fire and Emergency Services
- Minister for Police and Crime Prevention
- Minister for Corrections and Justice Health
- Minister for Human Rights, and
- Minister for Government Services and Regulatory Reform
- Special Minister of State.

BUSINESS UNIT/AGENCY OVERVIEW

The Emergency Services Agency (ESA) is responsible for emergency management and related support arrangements in the Territory. The Agency's four operational services are ACT Ambulance Service, ACT Fire and Rescue, ACT Rural Fire Service and the ACT State Emergency Service.

The Emergency Services Agency undertakes to:

- provide emergency services 24 hours per day every day of the year
- provide its services efficiently and effectively within resource allocations
- ensure that compliance activity meets legislative standards on all occasions
- use best practice in the provision of assistance for emergencies and the conduct of community education and awareness programs; and
- train and equip our people to maintain readiness and deliver emergency services to meet agreed standards and benchmarks.

Further information can be obtained on the ESA Website <http://www.esa.act.gov.au>

BRANCH OVERVIEW

The Public Information & Engagement (PI&E) section of ESA Media and Broadcasting Services resides within the Office of the ESA Commissioner. Under the *Emergencies Act 2004*, the Commissioner has responsibility for the overall strategic direction and management of the emergency services, community education and improving community preparedness for emergencies.

PI&E plays a key liaison and coordination role within the ESA, across JACS Directorate, the Minister's Office and key stakeholders. Our role is to inform the Canberra community about emergencies that could impact their safety, ESA programs, policies and services. Through meaningful engagement we aim to build community resilience and optimise information delivery to inform decision making in the community.

POSITION OVERVIEW

The Senior Public Information Officer (Communications & Media Officer) will work closely with the Director, Public Information; in designing and implementing efficient, effective and educated communications and engagement campaigns.

The Senior Public Information Officer, will be highly organised, have excellent attention to detail and well-developed communication skills. This position will liaise with a broad range of audiences across government, stakeholders and the ACT community. The role requires a self-motivated employee, with the ability to respond quickly to changing priorities and show initiative, sound judgement, and capable of meeting tight timeframes.

WHAT YOU WILL DO

Under the general direction of the Director, Public Information, the Senior Public Information Officer will:

1. Design and implement communications and engagement plans in collaboration with the senior executive, other Directorates and Ministers to support business priorities and outcomes.
2. Provide high quality strategic communications and engagement advice to Executives and business stakeholders on a wide range of directorate programs and projects.
3. Continuously assess and report on the results of the campaigns and implement improvement where necessary.
4. Provide high-level media support to the Director, Public Information including:
 - Preparing ministerial documents including event proposals and arrangements briefs
 - Assisting with the preparation of agency and ministerial media events
 - Undertaking research tasks and preparation of media documents, reports and correspondence
 - Developing, maintaining and implementing high quality integrated media communication plans.
 - Proactively identifying positive news stories to promote the ESA and emergency services within the community.
5. Utilise strong liaison, negotiation skills and build collaborative relationships with stakeholders, subject matter experts and multidisciplinary teams within ESA and other directorates.
6. Act promptly and constructively during a Territory Emergency Incident to support and participate in best practice communications and engagement response at the Public Information Coordination Centre (PICC)
7. Participate in the on-call Public Information Officer team to deliver advice to the community in times of emergency and crisis, which may require work outside of normal hours or on weekends. Additional hours worked will be remunerated in accordance with the relevant enterprise agreement.
8. Undertake other duties appropriate to this level of classification which contribute to the operation of the section and organisation.
9. Maintain records in accordance with the *Territory Records Act 2002*.

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. Demonstrated ability to develop and implement integrated communications strategies and campaigns to reach different audiences, to achieve Directorate objectives.
2. Demonstrated analytical skills, including the ability to gather and interpret information to deliver high level communication products and outcomes.
3. Excellent oral and written communication skills including, including the ability to prepare and write complex media materials (media releases, speeches, media responses and social media content) and quality content, including newsletters, electronic direct mail, advertising, stories, website content, presentations, speeches, publications and marketing materials.

Behavioural Capabilities

1. Demonstrated ability to use initiative and apply sound judgement in demanding work environments, including contribution to improved ways of working.
2. Ability to work autonomously as well as cohesively in a team to achieve a culture of collaboration and customer service.
3. Proven ability to prioritise work to suit changing demands, and ability to attend to multiple tasks simultaneously.

Compliance Requirements/Qualifications

1. Tertiary qualifications in the field of communications and/or a related discipline area is highly desirable.
2. Experience working in a high pressure, fast-paced environment such as emergency services is desirable.
3. A minimum of a Driver's licence Class 'C' is desirable.
4. This position does not require a pre-employment medical.
5. This position does require a Working with Vulnerable People registration.

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.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Senior Public Information Officer (P49238) 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	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Never
Designated workstation	Frequently

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	Frequently
Frequent overtime	Occasionally
Rostered shift work	Never

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	Occasionally

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Never
Working outdoors	Never

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Never
Lifting 10kg+	Never
Climbing	Never
Reaching	Never
Bending/squatting	Never
Push/pull	Never
Sequential repetitive movements in a short amount of time	Never

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Occasionally

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	Occasionally

OTHER	FREQUENCY
Uniform required	Frequently
Personal Protective Equipment (PPE) required	Occasionally