Directorate	Education
Section	Communications and Engagement
Position Numbers	P09444 P72568
Classification	Senior Officer Grade A
Positions Titles	Senior Director, Communications and Engagement
Last reviewed	November 2026

DIRECTORATE OVERVIEW

The Education Directorate delivers quality public school and early childhood education to shape every child's future and lay the foundation for lifelong development and learning.

We deliver high-quality education across 93 public schools educating more than 50,000 students from early childhood through to year 12.

Our workforce consists of more than 8000 staff, including 7200 school-based staff.

We also regulate the early childhood sector and register non-government schools in the ACT.

BRANCH AND TEAM OVERVIEW

The Communications and Engagement team leads the internal and external communications priorities and strategy for the Education Directorate.

We build trust and confidence in the ACT Education Directorate and ACT public education through engaging, informative, and compelling communications.

The team works closely with Education Support Office line areas and ACT public school staff to create targeted communication and engagement strategies, content and campaigns.

THE ROLE

Under broad direction of the Executive Branch Manager, you will lead a team to deliver an efficient, effective, and educated communications and engagement function, spanning internal and external communication strategy, community engagement, channel management, content development, campaigns, and specialist services including graphic design, social and traditional media management.

Working alongside another Senior Director you will lead the Directorate's Communications and Engagement function, ensuring services are professional, contemporary and in line with government and directorate expectations. In doing so, you will manage and mentor staff, building a positive and productive team environment.

You will work closely with a range of internal and external stakeholders, including engagement with senior executives and the Minister's Office.

You will identify opportunities and implement programs that drive continuous capability uplift within the C&E Team, across the Directorate and in ACT public schools, with a focus on our channels, people, skills and processes.

The role reports to the Executive Branch Manager Communications, Engagement and Government Support.

In this role you will plan, prioritise and identify risks and emerging issues, and will:

- Provide strategic communications, engagement and issues management advice to executives and stakeholders on a wide range of directorate programs and projects.
- Lead the design, implementation and evaluation of communications and engagement plans in collaboration with senior executive, other directorates, and the Minister's office to support organisational priorities and outcomes.
- Provide high level editorial decision making and oversee the creation and implementation of content for communication channels.
- Ensure all significant communications and engagement programs are evaluated to demonstrate impact and return-on-investment.
- Proactively develop better ways to deliver communications and engagement projects and redesign processes to be more contemporary and efficient.
- Build strong relationships and work collaboratively to ensure cross-government projects led by our directorate have integrated communications and engagement solutions to support the ACT community.
- Demonstrate strong ability to lead a team, be resilient and responsive in an environment with rapidly changing and evolving priorities.
- Manage a multidisciplinary team, including supervising staff, mentoring, and managing workloads.
- Support and prioritise positive team culture, growth and development to support career development.
- 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.
- Support and participate in best practice communications and engagement response at the Public Information Coordination Centre (PICC) or Directorate Response Team in times of a Territory emergency.
- Undertake other duties appropriate to this level of classification that contribute to the directorate.
- This position involves direct supervision of staff.

SELECTION CRITERIA

Professional / Technical Skills and Knowledge

1. Extensive experience in audience and insights driven communications and engagement strategy development and implementation.
2. Demonstrated experience managing challenging issues through a media and community engagement lens, including providing issues management advice to senior executives.
3. Ability to collaborate and negotiate effectively with a range of internal and external stakeholders.
4. Demonstrated experience developing and implementing high quality integrated communication strategies and responses, including traditional and digital tactics.

Behavioural Capabilities

1. Excellent oral and written communication skills and ability to meet multiple deadlines amid competing priorities.
2. Demonstrated high work ethic, ability to meet deadlines under limited supervision, exercise initiative in a complex and dynamic work environment.
3. Strong people leadership, including the ability to support and develop a team.
4. Display behaviours that are consistent with the ACTPS values of Respect, Integrity, Collaboration and Innovation.

COMPLIANCE REQUIREMENTS/QUALIFICATIONS

1. Prior to commencement, the successful candidate will be required to undergo a pre-employment National Police Check.
2. Qualifications in the fields of communications and engagement and/or IAP2 are highly desirable.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the roles 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	Occasionally
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Never
Designated workstation	Never

STANDARD HOURS	FREQUENCY
Flexible working hours	Occasionally
Fixed or specified start/finish times	Occasionally
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)	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	Never
Lifting 10kg+	Never
Climbing	Never
Reaching	Never
Bending/squatting	Never
Push/pull	Never
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	Never
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Occasionally
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	Never
Personal Protective Equipment (PPE) required	Occasionally