POSITION DESCRIPTION

Directorate: Digital Canberra

Division: Corporate Services

Business Unit: Communications and Engagement

Position Title: Media and Public Relations (PR)

Position Number: P70318

Classification: ASO6

Location: Hybrid working arrangements (220LC, Winyu, Bowes Street and work from home)

Last Reviewed: October 2025 Officer

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 demonstrate the related signature behaviours.

DIRECTORATE OVERVIEW

Digital Canberra leads the ACT Government's technology, digital, data, and cyber security services. We strive to improve the lives of Canberrans through delivering and supporting digital government services that are easy to access, save time, and are safe to use. We achieve this while also looking to the future – making technology investment decisions that will transform Canberra into a genuinely connected city.

Digital Canberra leads the implementation of the ACT Digital Strategy and ACT Digital Health Strategy, manages ICT infrastructure for our hospitals, schools, and public service, and represents the ACT at national digital, data, and cyber security forums.

Digital Canberra has a diverse workforce across many functions and sites. We have an inclusive culture, and we ensure our people are respected, valued and involved.

DIVISION OVERVIEW

The **Corporate Services Group** provides a range of strategic, organisational, administrative and human resources functions for Digital Canberra. The branch encompasses three branches:

- Communications and Engagement
- People and Capability
- Ministerial and Government Services

BUSINESS UNIT OVERVIEW

The **Communications and Engagement Branch** supports Digital Canberra to achieve its objectives and outcomes by providing strategic advice and delivering high-quality communications, engagement, and media outcomes for our stakeholders (both internal and community audiences).

Our role is to improve and strengthen Canberrans' digital engagement with Government by embedding a community lens on the planning, design and delivery of technology solutions that deliver reliable, efficient, and secure digital systems for our community.

We promote the work of Digital Canberra in delivering government priorities and expected outcomes using our whole of government understanding of technology and data needs and capability.

POSITION OVERVIEW

As the Media and PR Officer, you will support the Assistant Director in managing the organisations external communications and public image. This role involves developing and implementing media strategies, responding to media inquiries and producing high-quality content that promotes transparency and trust.

WHAT YOU WILL DO

1. Develop and implement media and PR strategies aligned with DCBR's priorities and objectives.
2. Prepare and distribute media releases, statements, and briefing materials for senior executives and Ministers
3. Manage media inquiries and coordinate interviews, ensuring compliance with government protocols.
4. Monitor media coverage and provide timely reports and analysis to inform decision-making.
5. Draft speeches, articles, and social media content for public dissemination.
6. Support internal communications to maintain consistent messaging across the agency.
7. Assist with crisis communication planning and response.
8. Build and maintain relationships with media outlets, journalists, and stakeholders.
9. Proactively provide support across the branch, remaining flexible and adapting to changing priorities as needed.
10. Monitor and evaluate workload to ensure activities are prioritised, delivered on time, meet expectations and are of a high quality.
11. Manage the Digital Canberra Communications inbox and action in line with expected workflow processes across the branch.

WHAT YOU REQUIRE

The information below describes the capabilities that are required to perform the duties and responsibilities of the position.

Professional / Technical Skills and Knowledge

1. Experience developing and implementing integrated communications, campaign and community engagement strategies within a dynamic public sector or corporate environment.
2. Ability to prepare and edit content for various channels to reach a wide and diverse audience, informed by research, insights and evaluation.
3. Knowledge of relevant communications and engagement landscape as well as an understanding of contemporary communications policies and practices.
4. Proficiency in the use of ICT applications and systems, including Microsoft Office and TRIM or similar records management system.

Behavioural Capabilities

1. Sound planning and organisational skills, including the ability to effectively prioritise and manage multiple tasks and demands to meet competing deadlines, working with minimal supervision.
2. Well-developed stakeholder engagement skills, including the ability to develop and maintain productive and collaborative working relationships, with a commitment to service principles and practices.
3. High level written and verbal communication skills, including the ability to communicate with influence, target communication to audiences, and effectively liaise, negotiate and collaborate with a wide range of people.
4. Ability to solve problems by analysing information, and identifying and developing solutions to deliver improvement focused outcomes.
5. Adaptability to changing circumstances and multiple priorities and demands, and resilience while working in a constantly changing environment.

Compliance Requirements

1. A tertiary qualification in communications, public relations, marketing, media or a related discipline is highly desirable.
2. An IAP2 Certificate of Engagement, or a willingness to obtain, is preferred.
3. A Working with Vulnerable People Check, or the ability to obtain and maintain one.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role 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	Occasionally
Designated workstation*	Occasionally

**Note: the position works in an Activity Based Work (ABW) environment. Under ABW arrangements, staff do not have a designated workstation/desk.*

STANDARD HOURS	**FREQUENCY**
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
Access to Accrued Days Off (ADOs)	Never
Peaks and troughs	Occasionally
Frequent overtime	Never
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)	Frequently
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	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	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	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	Occasionally

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