

CITY AND ENVIRONMENT DIRECTORATE (CED)

POSITION DESCRIPTION

POSITION DETAILS

Position title: Director, Media & Channel Management

Classification: Senior Officer Grade B

Position number: PN57002

Division: Corporate Services

Business unit: Communications, Engagement and Media

Location: Dickson, ACT

Reports to: Senior Director, Creative Services & Media

Date last reviewed: September 2026

Position requirements: N/A

DIRECTORATE OVERVIEW

The City and Environment Directorate (CED) brings together the people, services and systems that shape Canberra's future. We are a new directorate with a bold purpose: to deliver smarter, more connected services that respond to the needs of our Territory and community.

CED was established to align planning and transport, improve efficiency of development decisions, support environmental management, consolidate city services operations, and strengthen how government connects with the community. Our work spans the natural and built environments, city and transport services, and regulatory and customer service functions.

We are here to:

- deliver streamlined, customer-focused services
- align planning, transport and environmental stewardship
- consolidate operations for greater efficiency and impact
- make government services more accessible, transparent and trusted.

At CED, we put people and place at the centre of everything we do. Whether shaping policy, maintaining public spaces, designing transport networks or supporting regulatory access, our people contribute to a connected, inclusive and resilient Canberra.

BUSINESS UNIT 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. We value ongoing learning and will support you to grow your career. Working with us, you will ensure the right information is provided to the right audience, at the right time. You will:

- bring an audience-first lens to your work, informed by research, insights and evaluation
- work with stakeholders in partnership with a strong client service ethic
- enjoy working in a fast-paced environment, be flexible and open to change
- be supported by whole of government guidelines, policies and procedures, and guided by an annual whole of government communications and engagement plan.

POSITION PURPOSE

The Director, Media & Channel Management reports to the Senior Director, Creative Services and Media and leads the Directorate's media, social media, channel management and campaign functions. The role ensures communication activities are coordinated, audience-focused and aligned with organisational priorities.

Leading a team of communication professionals, the Director delivers proactive and responsive media engagement, manages public-facing communication channels, and oversees communication campaigns that provide timely and accurate information to the community.

Working collaboratively with Directorate executives, business areas, Ministerial media advisers and ACT Government communication professionals, the Director delivers integrated communication activities that strengthen public understanding, support transparency and reputation outcomes, and contribute to organisational priorities.

DUTIES / RESPONSIBILITIES

Under broad direction of the Senior Director, Creative Services & Media, you will:

1. Lead the Directorate's media, social media, channel management and campaign functions, providing strategic advice and communication support on complex, sensitive and high-profile issues.
2. Lead the development and delivery of integrated media, digital and campaign strategies that support organisational priorities, increase community awareness, and enhance engagement, transparency and reputation outcomes.
3. Manage and continuously improve the Directorate's public-facing communication channels, ensuring content is timely, accurate, accessible, audience-focused and aligned with organisational objectives and government priorities.

4. Build and maintain effective relationships with Directorate executives, business areas, Ministerial media and communications advisers, and ACT Government stakeholders to ensure communication activities are coordinated and support strategic outcomes.
5. Monitor and analyse media coverage, social media performance, audience insights and community sentiment to identify emerging issues, inform communication strategies and evaluate effectiveness.
6. Lead the planning and delivery of proactive and reactive media activities, including media responses, issues management and reputation management initiatives.
7. Manage and develop staff, including setting priorities, allocating workloads, building capability, fostering collaboration and supporting a positive team culture and high performance.
8. Contribute to whole-of-government communication activities and participate in Public Information Coordination Centre (PICC) operations and emergency communication responses as required.
9. Maintain records and information management practices in accordance with the *Territory Records Act 2002* and relevant ACT Government policies and standards.
10. Undertake other duties as required, consistent with the classification and capabilities of the position.

SELECTION CRITERIA (CAPABILITIES)

Your suitability for this position will be assessed based on your **skills, knowledge** and **behaviour** in relation to the duties/responsibilities listed above.

1. Demonstrated experience leading the development and delivery of integrated media, digital and communication strategies that support organisational priorities, manage complex issues and achieve community engagement and reputation outcomes.
2. Highly developed stakeholder engagement, influencing and relationship management skills, with the ability to provide strategic advice and work effectively with executives, Ministerial advisers, business areas, media and other internal and external stakeholders.
3. Proven experience managing media activities, public-facing communication channels and communication campaigns, including the ability to identify opportunities, respond to emerging issues, and deliver timely, accurate and audience-focused communications.

4. Demonstrated ability to analyse and apply research, data, media monitoring, audience insights and evaluation findings to inform communication strategies, decision-making and continuous improvement.
5. Strong leadership and people management skills, including the ability to lead and develop teams, manage competing priorities, allocate resources, foster collaboration and deliver high-quality outcomes in a dynamic environment.
6. Demonstrated understanding of and commitment to the ACTPS Values, Code of Conduct, Respect, Equity and Diversity Framework, workplace health and safety requirements, and the ability to contribute positively to the Communications, Engagement and Media Branch, Directorate and broader ACT Government.

REQUIREMENTS / QUALIFICATIONS

1. Relevant tertiary qualifications in communications, public relations, journalism, marketing, media, digital communications or a related discipline, and/or significant demonstrated experience leading media, communications, digital or stakeholder engagement functions.
2. Understanding of the ACT Government environment, including contemporary communication practices, government communication requirements and issues affecting the ACT community, is highly desirable.
3. The successful applicant may be required to work outside normal business hours, including evenings and weekends, to support media, issues management and emergency communication responses.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Director, Media & Channel Management (position number PN57002) and indicates how frequently each of these requirements would be performed. Please note that CED 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	Never
Graphical/analytical based	Never
Sitting at a desk	Frequently
Standing for long periods	Occasionally

Designated workstation <i>The position in an activity based work environment</i>	Never
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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 paid overtime	Occasionally
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	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	Occasionally
Lifting 10kg+	Never
Climbing	Never
Reaching	Occasionally
Bending/squatting	Occasionally
Push/pull	Occasionally
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	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
Exposure to potentially distressing case material	Never

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