



Application package – Publications and Digital Manager

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| Position title: | Publications and Digital Manager |
| APS Level: | EL1 |
| Salary package: | Salary package from \$136,730 to \$147,050 (includes base salary of , \$118,087 to \$127,427 plus 15.4% superannuation) |
| Position offered: | 12-month non-ongoing full-time or Part-time position with the potential for ongoing <i>Flexible working arrangements available including hybrid working</i> |
| Office location | Level 7, 309 Kent St, Sydney CBD |
| Closing date: | 8 th April 2024 at 10:00am |
| Contact Officer/s: | Alison Godfrey – a/g Executive Manager Communications and Campaigns |
| Contact number: | (02) 9432 7008 |

- ✓ Information on how to prepare your application and the selection process.
- ✓ A position description.

About our Agency

The Workplace Gender Equality Agency (WGEA/Agency) is the Australian Government's key agency charged with promoting and improving gender equality in Australian workplaces, through the provision of advice and assistance to employers and the assessment and measurement of workplace gender data. Our Agency was established by the *Workplace Gender Equality Act 2012* (Act).

WGEA is growing, reflecting our ambition to accelerate progress towards workplace gender equality. We are a small unique agency with a big agenda. Read more about the recent WGEA reforms on our [website](#)

At WGEA you will be part of a team of high achievers who are passionate, friendly, and fun. We understand what working flexibly means. We pride ourselves on being a respectful, diverse, and inclusive community. We encourage and welcome applications from people of all genders, Indigenous Australians, people with disability, people from culturally and linguistically diverse backgrounds and mature-age people.

What our Agency looks for

- people who are committed to supporting and delivering change in Australian workplaces (our purpose).
- flexible and adaptable people to meet immediate needs and future challenges.
- team oriented people who have energy and are determined to succeed.
- people who are open, service orientated, accountable, of high integrity, and can operate based on impartial evidence (our Values).

What we offer

We value each team members contribution and offer:

- a culture that is committed to our purpose and getting results, recognises achievements, and values innovation.
- opportunities for team members to work on agency wide projects and encouraging everyone to be adaptable and collaborative.
- flexible working options that empower you to model a working day and/or environment that brings out the best outcomes from you. Whether that is working from our modern offices in Sydney CBD or from home each team members working day can be different
- attractive salaries and superannuation (15.4%) as well as a range of other benefits.
- a culture and leadership team that believe in diversity and inclusion.

Further information about our Agency is available at www.wgea.gov.au



Position description

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| Position number: | 23864 |
| Position title: | Publications and Digital Manager |
| APS Level: | EL1 |
| Position: | 12-month non-ongoing full-time or Part-time position with the potential for ongoing (WGEA is committed to flexible working arrangements including options for part-time) |

The role

WGEA's Communications and Campaigns team is small but mighty. If you heard about employer gender pay gaps, you've seen our work. We're on a mission to create a society where everyone, regardless of gender, thrives and succeeds.

As Publications and Digital Manager, you will play a crucial role in shaping our narrative and driving engagement. We're seeking a talented professional with exceptional communication and analytical skills to help us reach a broader audience, including men, to spur action to improve workplace gender equality.

This position sits within the Communications and Campaigns team, reporting to the Acting Executive Manager of Communications and Campaigns. The successful candidate will be responsible for WGEA's external publications strategy and implementation, including both print and digital communications.

To succeed in this role, you will have a sharp eye for a story, the ability to spot an errant full stop, exceptional project management skills and a keen desire to use your communications skills to create meaningful change.

The key duties of the position include:

- ✓ developing and implementing digital communications strategies to support the overall communications strategy
- ✓ providing project management and strategic oversight of WGEA's external communications, including thought-leadership publications (e.g. annual Scorecards), governance publications (e.g. Annual Report) data releases, website, social media, and employer guides
- ✓ producing high-quality content for WGEA's website and social media platforms
- ✓ regularly developing, analysing, and distributing analytics and performance metrics on the Agency's digital communications and resources, actively identifying key trends and developing strategic advice to meet new and/or different needs
- ✓ managing content calendars for all publications channels
- ✓ leading collaboration across the organisation to ensure online content is maintained, accurate and published to a high standard across all digital platforms
- ✓ regularly monitoring social media channels (Facebook, Twitter, Instagram, and LinkedIn)
- ✓ identifying opportunities for new digital communications channels and/or engagement
- ✓ contributing to other Communications team and Agency projects as required



Capabilities

We are seeking an individual with the following skills and capabilities:

- ✓ experience in developing and implementing digital strategies, goals, and workplans aligned with a broader communication strategy
- ✓ experience working in a production /project management environment such as a newsroom or publication house to design, plan and co-ordinate flow of content
- ✓ strong understanding of data analysis for mass audiences with demonstrated ability to explain key points from datasets in simple terms
- ✓ strong editing and Plain English writing skills across both digital and print platforms
- ✓ professional experience in tracking and analysing website traffic and other related data, using programs such as Google Analytics and an ability to execute analytical reporting
- ✓ demonstrated experience managing organisational social media accounts with the ability to identify broader factors, trends and influences that may impact WGEA's work objectives
- ✓ in-depth knowledge of using communications and content to drive change in workplaces
- ✓ experience collaborating with design and video teams to produce engaging content
- ✓ demonstrated ability to build and sustain positive relationships with team members, stakeholders, and vendors
- ✓ ability to work independently and flexibly, with limited supervision, analysing and using judgement to select an appropriate course of action in a busy office environment to deliver on outcomes on time
- ✓ diligence and dedication to see projects through to completion, monitoring project progress and adjusting plans as required
- ✓ commitment to achieving quality outcomes and adherence to documentation procedures
- ✓ adhere to the APS Values and Code of Conduct,
- ✓ relevant tertiary qualification and experience or an equivalent level of knowledge gained through any combination of education, training, and experience



How to prepare your application

Agency Eligibility Criteria:

Under section 22(8) of the Public Service Act 1999, employees must be Australian citizens to be employed in the Australian Public Service (APS) unless the Agency Head has agreed otherwise in writing. Successful applicants will be required to undergo the process to obtain and maintain or continue to hold the required security clearance level for the role as indicated. All commission staff are required to have a minimum baseline security clearance. Baseline security clearances require you to be an Australian Citizen and meet AGSVA criteria.

Successful applicants will also be required to successfully pass a National Criminal History check.

Diversity

The Agency values the contributions of people with different backgrounds, experiences and perspectives. You can tell us in your application, or when called in for interview, if you need any adjustments to help you participate equally in the selection process.

RecruitAbility

The Agency is committed to supporting the employment and career development of people with disability. Our participation in APS RecruitAbility means we will progress an applicant with disability to a further stage in the recruitment process, where they opt into RecruitAbility and meet the minimum requirements for the vacancy.

How do you opt into RecruitAbility?

Simply note in your cover letter that you wish to:

1. Opt into RecruitAbility, as you have a disability (definition as defined by [Australian Bureau of Statistics](#))
2. Clearly show how you meet the requirements of the vacancy with our Agency.

Questions about the position

The contact officer is available to answer any questions you have about the position. Their contact details are on page one of this application package.

Lodging your application

Your application should be emailed to recruitment@wgea.gov.au.

Late applications will not be accepted unless exceptional circumstances exist.

Preparing your application

Use the attached checklist to ensure you include all relevant information and documentation.

Selection Panel

A selection panel (usually three people) will be formed to consider all applications and develop a shortlist of applicants for further assessment via a video interview that may include a short practical exercise reflective of the kind of work the position will do.



Availability for interview

We make hiring decisions based on your experience, skills and passion, as well as how you can enhance WGEA and our culture. Please note that interviews are conducted virtually. When you apply, please tell us the pronouns you use and any reasonable adjustments you may need during the interview process.

If you are shortlisted for an interview, you can expect at least two days' notice. If you are not short-listed for interview, you will be notified in writing. Interviews are planned to occur in **early April** with offers expected to be made within two weeks of interview.

Application Checklist

Prior to sending your application email to recruitment@wgea.gov.au, use the below to ensure you have included all relevant details.

Have you included in your application cover letter and/or CV/Resume:

- Your full name, contact phone number, and personal email address.
- Title of the Vacancy you are applying for
- Relevant diversity information
- If you wish to opt into RecruitAbility (information detailed in how to prepare your application)
- **If you meet the Agency eligibility criteria, confirmation of your Australian citizenship, along your ability to successfully clear a National Criminal Records Check upon engagement**
- Contact details of two recent referees including your current or most recent supervisor (we will seek your permission before we contact your referees)
- **Any further relevant information.**

Have you attached to your email:

- **A cover letter/statement outlining how your skills, experience and qualifications will help you to meet the capability requirements of the role. (one page).**
- Your CV/Resume which provides a summary of your work experience