



Application package – Communications and Design Advisor

Position title:	Communications and Design Advisor
APS Level:	APS5
Salary package:	Salary package from \$94,020 to \$99,623 (includes base salary of \$81,474 to \$86,329 plus 15.4% superannuation)
Position offered:	Full-time or part-time, ongoing <i>Flexible working arrangements available including hybrid working</i>
Office location	Level 7, 309 Kent St, Sydney CBD
Closing date:	13 November at 10am AEST
Contact Officer/s:	Lucy Bradlow, Communications and Campaigns Executive Manager
Contact number:	(02) 9432 7000

About the opportunity

As a Communications and Design Advisor, you will play a vital role in promoting and advancing gender equality across Australian workplaces. This exciting and varied position offers an opportunity to contribute your design skills to develop compelling visual content that communicates our mission and engages diverse audiences.

The team

At WGEA, communication is key to all we do. Our Communications & Campaigns team is driving conversations to enable national gender equality momentum in Australia. Our communication is divided into two equal parts – communications directly with employers, and communications with broader audiences, who in turn influence employers. We use a range of tactics to reach both groups.

To directly communicate with employers, we produce tailored social media content, run webinars, and produce content for a range of employer focus channels.

To reach a broader audience of policy makers and employees, we conduct proactive and reactive regular media engagement, maintain an informative and engaging website, produce tailored social media content, produce a regular newsletter, and support the WGEA CEO and team with a wide range of speaking engagements. This provides us with regular opportunities to advance the public debate on gender equality in the workplace by presenting findings and insights from our world leading dataset as well as the most recent insights and research on gender equality and our work directly with employers.

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

Position number:	23855
Position title:	Communications and Design Advisor
APS Level:	APS5
Position:	Ongoing
	Full time or part-time (<i>Flexible working arrangements available</i>)

The role

Over the last year, WGEA's communication's activities have expanded significantly. Strategic design has become an increasingly important part of this work, however, we currently have limited in-house design capacity. The Communications and Design Advisor will work side-by-side with the Digital Communications Manager and Communications & Campaigns Executive Manager to expand our reach across communication's channels. It is a broad and varied role with opportunities to input on strategy and approach, and use your skills across platforms.

The Communications and Design Advisor role goes beyond aesthetics; it's about translating WGEA's mission into visuals that resonate with employers, individuals and policy makers. Through your designs, you will have the power to shape perceptions, challenge norms, and inspire action.

Your work will directly contribute to fostering understanding and support for workplace gender equality. This will be particularly important as WGEA gears up to publish employer gender pay gaps in early 2024. Clear, compelling visual content can make the difference between employers being motivated to understand and act on their gender pay gaps or brushing the issue aside. This role is therefore not just a job, but an opportunity to make a meaningful contribution to a more equitable future.

The key duties of the position include:

- ✓ **Graphic design** – create visually appealing and impactful designs for a variety of communications materials, including reports, social media content, presentations, web content and more, aligning with WGEA's brand guidelines.
- ✓ **Content creation** – develop engaging multimedia content to effectively communicate key messages related to gender equality, ensuring a consistent and compelling narrative across various platforms.
- ✓ **Collaboration** – work closely across WGEA teams to translate complex ideas into visually compelling materials, collaborating on projects that aim to raise awareness and accelerate change.
- ✓ **Brand management** – ensure all communication materials adhere to brand guidelines, maintaining a cohesive and professional visual identity for WGEA.
- ✓ **Event management** – coordinate speaking engagements and events for WGEA leadership, including through strategic engagement with key stakeholders, developing content for speakers and managing follow-up.
- ✓ **Communications support** – contribute to other Communications & Campaigns teams regular activities, including thrice weekly media monitoring, research and report release and team engagement.

Capabilities

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

- ✓ proficiency in graphic design tools including Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.
- ✓ able to write clear content that is succinct and structured which meets the needs and understanding of the intended audience, avoids the unnecessary use of jargon or complicated language.
- ✓ demonstrated experience in building and sustaining positive relationships with team members and stakeholders. Proactively offers assistance for a mutually beneficial relationship.
- ✓ has a developed understanding of online and digital communications, with an ability to create content that is accessible to all audiences.
- ✓ create social media graphics and content, using Canva, Headliner or related products.
- ✓ have 2+ years' experience working in communications or a related field.
- ✓ relevant tertiary qualifications in design, communications, marketing or related field or proven industry experience.
- ✓ must be comfortable in fast-paced, deadline-driven environment and able to manage priorities well.
- ✓ generate new ideas, overcome barriers to achieve results and develop a deep understanding of gender equality issues in the workplace.
- ✓ work independently and flexibly, with some supervision, analysing and using some judgement to select an appropriate course of action.
- ✓ demonstrate a principled approach to the APS Values and Code of Conduct, always acting professionally.
- ✓ Baseline Security clearance or the ability to obtain clearance (this includes being an Australian Citizen).

How to prepare your application

Vacancy Eligibility Information

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.

Successful applicants will be required to undergo a mandatory 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.

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

You should include the following information in your application:

- Personal details including your contact details.
- A summary of your work experience (CV/Resume - maximum 5 pages).
- A cover letter/statement outlining how your skills, experience and qualifications will help you to meet the capability requirements of the role. (one page).
- Contact details of two recent referees including your current or most recent supervisor (we will seek your permission before we contact your referees)
- Confirmation of your Australian citizenship, along your ability to successfully clear a National Criminal Records Check upon engagement
- Any further relevant information.

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 includes 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 **late November** with offers expected to be made within two weeks of interview.