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[www.wgea.gov.au](http://www.wgea.gov.au)

# Application package

Please read the following information about making an application.

<b>Position number:</b>	23864
<b>Position title:</b>	Digital Communications Adviser
<b>APS Level:</b>	APS 5
<b>Position offered:</b>	Ongoing, full-time position
<b>Salary range:</b>	Salary from \$74,759 - \$79,214 plus 15.4% Superannuation
<b>Closing date:</b>	Midnight, 31 May 2019
<b>Contact Officer:</b>	Kate Lee, Engagement Executive Manager
<b>Contact number:</b>	(02) 9432 7000

This application package includes:

- information on how to prepare your application and the selection process
- a position description.

Further information about our Agency is available at [www.wgea.gov.au](http://www.wgea.gov.au)

# How to prepare your application

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## Eligibility to apply

You must be an Australian Citizen or eligible to apply for Australian Citizenship.

## Diversity

The Agency values the contributions of people with different backgrounds, experiences and perspectives.

The Agency encourages and welcomes applications from people of all genders, Indigenous Australians, people with disability, people from culturally and linguistically diverse backgrounds and mature-age people.

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. You will find their contact details on page one of this application package.

## Progress of your application

The contact officer can also update you on the progress of your application.

## Lodging your application

Your application should be emailed to [recruitment@wgea.gov.au](mailto:recruitment@wgea.gov.au)

## Late applications

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.
- A **statement** outlining how your skills, experience and qualifications will help you to meet the requirements of the role. This will help the selection panel make an informed assessment of your suitability.
- Details of two **recent referees** including your current or most recent supervisor (we will seek your permission before we contact your referee).
- Any further relevant information.

## Selection Panel

A selection panel (usually three people) will be formed to consider all applications and to develop a shortlist of applicants for further assessment. This assessment can take many forms but will usually include a face to face interview and could also include a short practical exercise.

## Availability for interview

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 the week **commencing 11 June 2019** with offers expected to be made **within two** weeks of interview.

# Position description

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<b>Position number:</b>	23864
<b>Position title:</b>	Digital Communications Adviser
<b>APS Level:</b>	APS 5
<b>Position:</b>	Ongoing, full-time position

## Purpose of the position

The Digital Communications Adviser is part of an energetic Engagement team that seeks to influence positive change in Australian workplaces by:

- promoting public discussion and acceptance of gender equality
- building strong relationships between the Agency and a wide range of media
- generating innovative content to engage new and existing audiences
- building and leveraging stakeholder relationships to support gender equality
- positioning the Agency as a centre for informed advice on gender equality issues and research.

The Digital Communications Adviser works flexibly across the Agency's communications functions with primary responsibility for increasing the Agency's social reach and influence and generating innovative content to support the Agency's reporting, communications and education functions.

## Position accountabilities

This position reports to the Engagement Executive Manager and has no direct reports.

Typical duties to be performed include:

- implementation of social media strategy
- measurement of audience engagement via social platforms
- development and oversight of engaging online, print and video content, in collaboration with Agency teams and external stakeholders including employers
- writing and editing monthly e-news
- liaise with suppliers including designers, printers, video producers and consultants
- manage content calendar aligned to Agency strategy and business plan
- add and edit website content as necessary
- compile daily media clippings
- other duties as required.

## Position requirements

- demonstrated experience in developing social media content and managing organisational social media accounts
- understanding of emerging issues in the changing media landscape and implications for best practice communications
- demonstrated excellence in oral and written communication, including the ability to translate complex or technical information into plain English
- ability to work quickly and independently, including ability to deliver a large quantity of time-critical work under broad guidance. Demonstrated ability to work collaboratively within a team and maintain productive relationships with internal and external stakeholders
- qualifications in a communications discipline and experience with multimedia is desirable.

## What we are looking for

- people who are committed to supporting and delivering change in Australian workplaces

- people who engage with the future direction of the Agency
- flexible and adaptable people to meet immediate needs and future challenges
- team oriented people who have energy and are determined to succeed
- people who can make reasonable decisions and exercise sound judgment
- people who are open and accountable and of high integrity.

## **What we offer**

We value our staff and encourage our employees to be adaptable and collaborative.

- our organisation offers a culture that is committed to achieving results and values innovation
- we are a small organisation that offers opportunities to work on agency wide projects
- we offer flexible working arrangements and excellent working conditions
- we offer attractive salary ranges and superannuation as well as a range of other benefits.