



Application package

Position title:	Senior Communications Adviser
APS Level:	APS6
Salary package:	\$98,360 to \$112,362 annual salary package relevant to experience (includes base salary of \$85,234 to \$97,367 plus 15.4% superannuation)
Position offered:	Full-time / Ongoing role <i>Flexible working arrangements available</i>
Location	Level 7, 309 Kent St, Sydney CBD
Closing date:	10am 8th May 2023
Contact Officer/s:	Lucy Bradlow, Communications & Campaigns Executive Manager
Contact number:	(02) 9432 7044

This application package includes Information on our Agency, the role, how to prepare your application and the selection process.

About the opportunity

WGEA's small but mighty Communications & Campaigns team delivers high impact communications and campaigns that capture hearts and minds, stimulate thinking and debate, and drive action in Australian workplaces. This hands-on role is an integral part of the team, to develop, manage and deliver communications projects, with a particular focus on digital communications.

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. We provide advice and assistance to employers and assess and measure workplace gender data.

WGEA is growing, reflecting our ambition to accelerate progress towards gender equality in Australian workplaces that is enabled by the [recent passage of the Workplace Gender Equality Amendment \(Closing the Gender Pay Gap\) Act 2023](#).

We are a small unique agency with a big agenda. 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 want to deliver 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:	Senior Communications Adviser
Location	Sydney
APS Level:	APS6
Position status:	Ongoing / Full-time (Flexible working arrangements available)

The team

The Communications and Campaigns team ensures the Agency continues as the primary authority on workplace gender equality, generating and enabling momentum for employer and societal change through campaigns, story-telling and clear messages. This team connects employers and employees with information to motivate and tools to deliver change, oversees all WGEA communications for impact and ensures consistency and coherence of messaging.

This hands-on role is an integral part of the team, working collaboratively to develop, manage and deliver communications projects, with a particular focus on digital communications. This role has exceptional communication skills, delivering engaging and informative communication pieces to external audiences.

The role

This position reports to the Communications and Campaigns Executive Manager and, under limited direction works with other teams to deliver outstanding communications.

The **Senior Communications Adviser** is responsible for:

- developing and implementing a communications plan for the ongoing promotion of, and communication with, the Agency's Employer of Choice for Gender Equality citation holder program, including the launch of a program review and building the Agency's case study database.
- working with the Digital Communications Manager, developing and implementing a social media plan, building content, managing engagement and advising on best-practice to continually improve the Agency's social media channels.
- managing distinct elements of the implementation of the legislative reforms, including building, tracking and iterating on, direct email campaigns with employers and social media advertising campaigns.
- overseeing the Agency's direct engagement with third party stakeholders around the implementation of the legislation, including developing and prioritising stakeholder lists and managing outreach, including in person and online events.
- monitoring related emerging gender equality practices to identify potential projects and/or sponsors, partners and collaborators for key campaigns.
- contributing to other Communications and Campaigns and broader Agency projects as required.

Capabilities and experience

Key capabilities for success in this role include:

- the ability to write clear content that is succinct and structured which meets the requirements of the intended audience, avoiding the unnecessary use of jargon or complicated language.
- strong digital communications experience (design skills desirable but not necessary).
- experience in managing events and/or stakeholder engagement platforms.
- a tertiary qualification in relevant discipline or extensive experience in communications, marketing or related field or proven industry experience.

- the ability to cope with change and adjust to, and work with, a variety of situations, individuals and agencies.
- experience working independently and flexibly, with general direction, analysing and using judgement to select an appropriate course of action in a busy office environment to deliver on outcomes on time.
- seeing projects through to completion. Monitoring project progress and adjusting plans as required. Commitment to achieving quality outcomes and adherence to documentation procedures. Seeking feedback from supervisor to gauge satisfaction.
- a principled approach and adhering to the APS Values and Code of Conduct.
- a baseline Security Clearance or the ability to obtain clearance (this requires being a current Australian Citizen).

How to prepare your application

Eligibility to apply

To be eligible for this position applicants **are required to be an Australian citizen** and undertake a National Criminal Records Check upon engagement to determine suitability for employment.

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

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 work the Adviser 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 mid May** with offers expected to be made **within two** weeks of interview.