

Safe Work Australia Application Kit

Communications Advisor Senior Communications Advisor Assistant Director Communications (APS5-EL1)

(VN-0742914)

POSITION DETAILS

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| Classification: | APS Level 5, APS Level 6, Executive Level 1 |
| Position Number: | Various |
| Salary: | \$87,781 - \$134,778 (plus 15.4% superannuation) |
| Employment type: | Ongoing or Non-ongoing, full time (37.5 hours) and part time |
| Section: | Communications |
| Branch: | Evidence, Communications and Industries Policy |
| Location: | Canberra, ACT |
| Contact Officer | Marianne Gordon (02) 6121 6774 or Marianne.Gordon@swa.gov.au |
| Closing Date | 11.30pm (AEST) Sunday, 30 June 2024. Extensions may be granted in exceptional circumstances only. |





Your Role

A key function of Safe Work Australia (the Agency) is to develop and implement national education and communication strategies and initiatives to support improvements in work health and safety (WHS) outcomes and workers' compensation arrangements.

The following positions are available – Please indicate in the application coversheet which position/s you wish to apply for.

APS 5 – Communications Advisor

In consultation with the Assistant Director, Communications, the Communications Advisor will assist with developing, implementing and evaluating the communications and engagement activities of the Agency. They will support internal and external communication, media engagement, social media, and website publishing.

They will assist the senior team on social media content development, daily monitoring of the Agency's social media channels and retrieve data to evaluate the performance of the Agency's internal and external communication channels. Working with the Assistant Director, the Communications Advisor will coordinate communication plans for internal and external communication activities. The position will also perform various administrative tasks to support the work of the Communications team.

Key responsibilities and accountabilities

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| Communication | <ul style="list-style-type: none">• Assist with the development and editing of communication tactics for a range of internal and external communication channels, including website, social media and intranet.• Contribute to and support the planning, development, implementation and evaluation of internal and external communication projects to deliver quality and effective communication outcomes for the Agency.• Manage the Agency's social media platforms (LinkedIn, Facebook and Instagram). This includes planning, content creation, development of social media schedules and daily monitoring.• Manage the Agency's intranet on the SharePoint 365 server, including publishing and updating content and providing advice to internal staff.• Monitor and manage the Communications team inbox, including coordinating responses to enquiries.• Prepare and distribute reports evaluating the performance of the Agency's communication channels.• Business-as-usual and ad hoc communication activities as required. |
| Project management | <ul style="list-style-type: none">• Manage and monitor the implementation of communication projects to targeted timeframes and instigate timely and effective troubleshooting as required.• Manage multiple projects within tight timeframes in a constantly changing environment. |
| General | <ul style="list-style-type: none">• Maintain current knowledge of Agency and APS processes and relevant policy priorities impacting the Agency. |



APS 6 – Senior Communications Advisor

In consultation with the Assistant Director, Communications, the Senior Communications Advisor will assist with managing, developing, implementing and evaluating the communications and engagement activities of the Agency. They will support internal and external communication, media engagement, social media, and website publishing. At times, they will be required to manage projects including the development, implementation and evaluation.

They will assist the senior team on social media content development, daily monitoring of the Agency's social media channels and retrieve data to evaluate the performance of the Agency's internal and external communication channels. They will provide strategic input to communication planning activities. Working with the Assistant Director, the Senior Communications Advisor will coordinate and manage internal and external communication projects. The position will also perform various administrative tasks to support the work of the Communications team.

Key responsibilities and accountabilities

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| Communication | <ul style="list-style-type: none">• Develop and edit content for a wide range of internal and external communication channels including, the Safe Work Australia website, subscriber mail outs and social media.• Support the development of, implement and evaluate innovative communication strategies and material including creative materials, campaigns, publications, and website and social media content.• Provide strategic social media advice, social media moderation and develop social media content for publishing.• Support media monitoring and coordinate media enquiries.• Develop and maintain effective stakeholder relationships with internal and external stakeholders in industry, government, international partners and other relevant organisations.• Business-as-usual and ad hoc communication activities as required. |
| Project management | <ul style="list-style-type: none">• Manage and monitor the implementation of communication projects to targeted timeframes and budget and instigate timely and effective troubleshooting as required.• Develop procurement documentation in line with the Agency and whole-of-government guidelines.• Contribute to the Agency's broader management processes, including business and operational planning.• Manage multiple projects and issues effectively within tight timeframes and allocated resources in a constantly changing environment. |
| General | <ul style="list-style-type: none">• Maintain current knowledge of Agency and APS processes and relevant policy priorities of the Agency. |



EL1 – Assistant Director Communications

In consultation with the Communications Director and the Agency's policy areas, the Assistant Director, Communications will drive national education and communication strategies and provide strategic direction and advice on Agency communication activities and issues.

They will assist in setting the strategic direction of the Communications section and will, under limited direction, liaise with sections across the Agency to support internal and external communication, media engagement, website publishing and graphic design.

The position will supervise staff to deliver on the team's work plan, and this includes supporting staff to perform at their best as well as developing their capabilities.

Key responsibilities and accountabilities

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| Communication | <ul style="list-style-type: none">• Liaise, consult, negotiate with and support business areas to plan, execute and achieve communication and business objectives.• Develop, implement and evaluate innovative communication strategies and material including creative materials, campaigns, publications, and website and social media content.• Provide strategic media advice and develop materials for proactive and reactive media engagement.• Develop and maintain effective stakeholder relationships with internal and external stakeholders in industry, government, international partners and other relevant organisations.• Business-as-usual and ad hoc communication activities as required. |
| Managing employees and teams | <ul style="list-style-type: none">• Assist the Communications Director in leading a small team of communication professionals.• Effectively manage competing priorities and strategic directions to achieve team outcomes.• Monitor team progress to deliver quality outcomes.• Assist the Communications Director to lead, manage and develop team members, including providing coaching and mentoring to achieve high levels of performance. |
| Project management | <ul style="list-style-type: none">• Manage and monitor the implementation of communication projects to targeted timeframes and budget and instigate timely and effective troubleshooting as required.• Contribute to the Agency's broader management processes, including business and operational planning.• Manage multiple projects and issues effectively within tight timeframes and allocated resources in a constantly changing environment.• Manage the procurement of various communication related products and services. |
| General | <ul style="list-style-type: none">• Maintain current knowledge of Agency and APS processes and relevant policy priorities impacting the Agency. |

Our Agency

Safe Work Australia is a leading national policy body for WHS and workers' compensation. We represent the interests of the Commonwealth, states and territories, as well as workers and employers. We are a small Agency of around 100 people yet our work plays a significant role in the lives of 13.5 million working Australians and their families through the provision of guidance to create safer and more productive workplaces, and the prevention of work-related death, injury and illness. As a national policy body, we do not regulate WHS laws or administer workers' compensation arrangements which is a matter for the Commonwealth, states and territories.

We provide generous terms and conditions and flexible working arrangements. We are committed to professional development, health and wellbeing, as well as maintaining an engaged and enthusiastic workforce. Our Agency has an active Workplace Inclusion Network and social club, and we participate in a range of corporate and charitable activities.

We pride ourselves on being an inclusive workplace. People from a culturally and linguistically diverse background, LGBTIQ+ people, Aboriginal and Torres Strait Islander people, people with disability and people with parenting or caring responsibilities are strongly encouraged to apply.

Centrally located in the Nishi Building in Canberra, our office has easy access to a variety of cafés and restaurants. We are also close to Lake Burley Griffin which provides excellent views as well as walking and cycle paths.

Find out more about [who we are and what we do](#).

Our Section

The positions are located within the Communications team which provides high-quality, strategic communication advice and support to the Agency, including:

- national education and communication strategies and initiatives
- media monitoring, media liaison and public affairs services
- social media management, planning and development
- website and intranet management
- graphic design
- coordinating events and conferences
- stakeholder engagement
- production of the annual report
- internal communications, and
- production of printed, audio-visual and online communication materials.

Education and experience

APS 5 – Communications Advisor and APS 6 – Senior Communications Advisor

- Tertiary qualifications in communications or equivalent is highly desirable.
- Demonstrated experience and knowledge in using graphic design or web applications is highly valued.



EL1 – Assistant Director Communications

- Tertiary qualifications in communications, journalism or public relations or equivalent work experience is preferred.
- Significant previous experience in a strategic communications role, including managing a small team, is highly valued.

Eligibility

To be eligible for employment with SWA, you must be an Australian citizen and you will be required to successfully undergo a police record check.

The successful applicants must be able to obtain and maintain a minimum of a Baseline level security clearance or hold a current security clearance of an appropriate level. More information on the security clearance vetting process is available on the [Australian Government Security Vetting Agency \(AGSVA\)](#) website.

How to apply

Our [website](#) provides guidance to assist you through the application and selection process.

To apply for one of these roles, you will need to send the following to recruitment@swa.gov.au, by **11.30 pm (AEST) Sunday, 30 June 2024**.

- a [completed application coversheet](#) (please indicate in the application coversheet which position/s you wish to apply for - APS 5, APS 6 or EL1).
- a resume outlining your career history and qualifications
- a pitch (no more than 750 words) telling us how your skills, knowledge, experience, and qualifications make you the best person for the job.

Please include the following in the subject line of your email (in this order):

- job title
- classification, and
- vacancy number (VN) as per the APS Gazette.

Your application will be assessed against the APS 5 to EL 1 [work level standards](#). Prior to preparing your response it is recommended you review the relevant work level standards and [Integrated Leadership System \(ILS\) Profile](#) relevant to the classification you are applying to.

Following the selection process, suitable applicants may be placed in a merit pool which can be used to fill similar roles within 18 months of the vacancy being notified in the APS Gazette.

Any queries relating to the submission of your application can be directed to the People Strategies section via recruitment@swa.gov.au or by phoning 02 6240 5064.