

Safe Work Australia Application Kit

# Director, Communications

(VN-0747389)

## POSITION DETAILS

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<b>Classification:</b>	Executive Level 2
<b>Position Number:</b>	61956
<b>Salary:</b>	\$142,828 - \$171,207 (plus 15.4% superannuation)
<b>Employment type:</b>	Ongoing, full time (37.5 hours) and part time
<b>Section:</b>	Communications Section
<b>Branch:</b>	Evidence, Communications and Industries Policy Branch
<b>Location:</b>	Canberra, ACT
<b>Contact Officer</b>	Meredith Bryant (02) 6121 6894 or <a href="mailto:meredith.bryant@swa.gov.au">meredith.bryant@swa.gov.au</a>
<b>Closing Date</b>	<b>11.30pm (AEST) Monday, 16 September 2024</b> Extensions may be granted in exceptional circumstances only.

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## Your Role

In consultation with the Executive and Safe Work Australia's (the Agency) business areas, the Director Communications drives the Agency's national education and communication statutory function - to support improvements in work health and safety (WHS) outcomes and workers' compensation arrangements - by leading the planning, development, implementation and evaluation of national education and communication strategies and initiatives.

The Director Communications leads and sets the strategic direction and work practices of the Communications section and liaises with sections across the Agency to guide and support communications priorities. This includes media liaison and monitoring, internal communication and corporate brand management, public relations, graphic design, social media, speechwriting, website and Intranet management. The Director Communications also supports the Communications Reference Group, a reference body made up of communication officers representing each Safe Work Australia Member.

The Director Communications is required to undertake work with a high level of complexity, utilising significant judgement to provide the Agency with strategic media and communications advice and guidance including engagement with both internal and external stakeholders.

Key duties of the position include:

- Partnering with business areas and the Executive to plan, execute and achieve their internal and external communication objectives.
- Leading a team to develop and present innovative communication material including the development of graphic materials, publications and social media content.
- Understanding the media and media related issues and providing strategic media advice to the Executive.
- Managing continuous improvement and work to maximise the effectiveness of education and communication strategies by evaluating their strategic value and outcomes.
- Providing support to the Communications Reference Group.
- Developing and maintaining positive stakeholder relationships with internal and external stakeholders.
- Leading and setting the strategic direction and work practices for a small team of multidisciplinary skilled communication professionals.
- Maintain current knowledge of Agency and APS processes and relevant policy priorities impacting the Agency.

To be successful in this role, you will need to have excellent:

- communication skills, both written and oral
- stakeholder engagement skills
- project management and organisation skills
- initiative, judgement and a collaborative approach, and
- leadership and management ability.

## Our Agency

The Agency 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 position leads the Communications section which provides high-quality, strategic communications 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 sponsorships
- internal communications, and
- production of printed, audio-visual and online communication materials.

## Education and experience

Tertiary qualifications in communications, journalism or public relations are highly desirable.

Senior experience within a strategic communications team, or equivalent work experience is an essential requirement.

## 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 applicant 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 this role, you will need to send the following to [recruitment@swa.gov.au](mailto:recruitment@swa.gov.au), by **11.30pm (AEST), Monday 16 September 2024**.

- a [completed application coversheet](#)
- 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 EL2 [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](mailto:recruitment@swa.gov.au) or by phoning 02 6240 5064.