# Position description

Department of Energy, Environment and Climate Action





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## Position details

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| **Position title:** | Communications and Media Manager - Drought |
| **Position number:** | 50966966 |
| **Classification:** | VPS6 |
| **Salary range:** | $138,631 - $185,518 plus superannuation. |
| **Employment type:** | Fixed term until 30 June 2026 |
| **Group:** | Corporate Services |
| **Division & Branch:** | Strategic Communications Division, Portfolio Communications Branch  |
| **Work location:** | Flexible within Victoria Hybrid work arrangement available: [x] Yes [ ]  No  |
| **Reports to:** | Communications and Media Manager (Regional)  |
| **Direct reports:** | [x]  Yes [ ]  No If yes, how many? 1 |
| **Further information:** | Melanie Curtis – 0402 001 853 |

Position purpose

The Communications and Media Manager leads a team of communications professionals to deliver innovative, high-quality and effective end-to-end strategic communications solutions within the department’s Strategic Communications Division, to support and promote the achievement of government priorities.

The role is responsible for building a high performing communication team that delivers strategic communication advice, strategies, media management and a wide range of communications products. This includes working in partnership with senior stakeholders, relevant portfolio groups and agencies, and ministerial offices to create a culture of collaboration and set strategic direction.

Reporting to the Communications and Media Manager (Regional), the successful applicant will work effectively as a people manager and member of the branch leadership team, enjoy flexible working arrangements and undertake a wide variety of work across the division

Context

#### The Group

Corporate Services provides advice and support to all DEECA groups, as a partner in the delivery of projects, programs, and services. The group delivers whole-of-department corporate functions including legal and governance services, risk and audit, finance, infrastructure and facilities, procurement, information services, strategic communications (including the Customer Contact Centre), strategy and performance as well as people and culture services and transformation.

#### The Division

The Strategic Communications Division works with groups across the department to deliver end-to-end communications with aligned messaging and using a variety of channels.

Our role is to build trust and protect DEECA’s reputation while proactively communicating the initiatives, projects and investment that create a more liveable and inclusive Victoria with thriving, productive and sustainable communities, environments and industries.

We are responsible for DEECA’s strategic and corporate communication strategy and delivery; brand and campaign management; digital strategy and governance, content and channel management; media relations including liaison Ministerial Offices and Premier’s Media Unit, as well as providing selected creative services, design and production on a fee for service basis.

​The Branch

The Portfolio Communications Branch provides expert communications advice and strategy development, working as a strategic partner with DEECA’s groups, ministerial offices and portfolio entities to tell the DEECA story with a focus on promoting portfolio-led projects and initiatives.

The Branch delivers end-to-end communications strategies and campaigns, media and issues management, and communications activities and solutions across a variety of channels and mediums.

Accountabilities

* Provide strong leadership to a team of communication professionals, setting strategic direction, identifying opportunities to develop and coach to build capability, and ensuring effective use of resources.
* Lead the development, implementation and evaluation of end-to-end communications strategies and campaigns for the relevant portfolios to tell the DEECA story through media, social, digital and other mediums.
* Manage reputational risk for the department and its portfolios, ensuring potential issues are identified as part of strategic planning, and reactive media is effectively managed.
* Build strong and trusted relationships with senior stakeholders from across the department, portfolio agencies and ministerial offices to achieve the best communication and reputational outcomes for the department.
* Provide expert advice and leadership as a strategic partner, advising stakeholders on best practice communications and solutions to achieve portfolio outcomes in alignment with whole-of-Victorian-Government communication protocols.
* Play an active role as a member of the Strategic Communications leadership team and contribute to development of culture, proactively lead through change and identify opportunities to introduce efficiencies while maintaining a high-performance culture focussed on continuous improvement.
* Practice cultural safety by creating environments, relationships and systems free from racism and discrimination so that people can feel safe, valued and able to participate.

Key Selection Criteria

The key selection criteria specified below outline the capabilities required for the position.

#### Specialist/Technical Expertise/Qualifications

* Minimum ten years’ experience spanning communications, media and marketing.
* Contemporary knowledge of strategic communications and media channels, processes and planning.
* Sound knowledge of and experience working in government is essential.
* A relevant tertiary degree or industry recognised qualification in communications or public relations (or similar) would be well regarded.

#### Capabilities

* **Managing People:** Role models ethical leadership through decision making and interactions with people; Creates an organisational culture that enables others to perform at their best and achieve outcomes the organisation; Champions people engagement as an organisational priority; Provides thought leadership on people management across the service.
* **Working Collaboratively:** Build a culture of collaboration across the organisation; Looks for and facilitates opportunities to collaborate with external stakeholders; Identifies and overcomes barriers to communication with internal and external stakeholders.
* **Strategic Planning:** Coaches others and engages key stakeholders in strategic planning process; Thinks at the whole of system level and undertakes internal and external scanning, considering wide-ranging possibilities in developing a vision for the future; Translates strategic direction into team and individual plans and daily activities for self and others.
* **Political and Organisational Context:** Uses strategic relationships and knowledge to predict and prepare for the impact of events on the organisation; Understands the impact of external events and changing stakeholder needs on the organisation and government; Drives a values-based organisation by holding self and organisation accountable in adhering to public sector values.

Position specific requirements

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| Financial Delegation Value | $100,000 A declaration of Private Interests will be required for positions with financial delegations of >$20,000 |
| Travel | * Current driver licence.
* This position may have a requirement to travel intrastate.
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| Out-of-hours work | * Some out-of-hours work will be required, for example to meet critical client deadlines, during emergency situations, for events, and/or during times when rostered ‘on-call’ to take media enquiries. Any overtime must be pre-agreed with the line Manager before being accumulated, and will be taken as time-in-lieu following the line Manager’s prior approval.
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| The occupational health and safety requirements of this position may include, but are not limited to: | * Sedentary desk work
* Emergency response work
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| DEECA will conduct relevant checks about applicants and the information provided within an application. Checks will include but are not limited to:  | A Declaration and Consent form consenting to DEECA contacting current and previous employer(s) to substantiate employment history, past conduct and performance is required. A satisfactory National Police Check will be required (for all non-DEECA employees). |
| Employment terms and conditions | Are governed by the *Victorian Public Service Enterprise Agreement 2024* and the *Public Administration Act* *2004.*Recipients of Victorian Public Service (VPS) voluntary departure packages should note that re-employment restrictions applyNon-VPS applicants will be subject to a probation period of six months |
| Privacy  | The department affirms that the collection and handling of applications and personal information will be consistent with the requirements of the *Privacy and Data Protection Act 2014*. |

About the Department

We employ approximately 6,300 staff, including around 600 seasonal staff, across more than 86 locations throughout Victoria, across energy, environment, climate action, water, agriculture, and resources portfolios.

Our challenge is to maintain Victoria’s liveability, with a population expected to almost double by 2050, while responding to climate change and protecting our natural environment, infrastructure and heritage for future generations. We take a community-centred approach and involve communities and key stakeholders in decisions and policies that affect them and we collaborate across our portfolios to design and deliver services and programs.

For further information about the department, please visit our website [www.deeca.vic.gov.au](http://www.deeca.vic.gov.au)

Our values

Our values align with the core [Public Sector values](https://careers.vic.gov.au/victorian-public-sector/public-sector-values-integrity) – responsiveness, integrity, impartiality, accountability, respect, leadership and human rights. Additionally, we use our Leadership Model to shape the way we work. Using the principles of ‘Work Together’, ‘Do What Matters’ and ‘Make a Difference’ we create a culture that puts our people at the centre of everything we do. The Leadership Model reminds us of what’s important in our daily interactions with each other, and in the actions and decisions we take to deliver our work.

Our Community Charter

We are committed to the Victorian Government Public Engagement Framework that enables meaningful and inclusive engagement to make better decisions and improve the lives of Victorians. Our Community Charter is our promise to be available, be involved and listen, and take action as we deliver services and create opportunities that supports thriving, productive, and sustainable communities, environments and industries.

Emergency Response and Health and Safety Requirements

The departmentplays a major role in Victoria’s emergency response activities, through an all-hazards, all-emergencies approach. Staff may be directly employed for these roles or may be called upon to support these activities as required following the appropriate training and “fit for work” assessment.

A Diverse, Inclusive and Flexible Workplace

DEECA welcomes applicants from a diverse range of backgrounds and we focus on the essential requirements of the job and being consistent and fair in our treatment of all applicants. Our diversity and inclusion outcome pillars:

1. We are connected to liveable, inclusive, sustainable communities
2. We are diverse
3. We are inclusive and flexible
4. We are safe and respectful

DEECA can provide reasonable adjustments for people with a disability. If you need assistance to fully participate in the application or interview process, please use the contact listed under ‘Position Details’.

**Aboriginal Cultural Safety**

Cultural safety of Traditional Owners and Aboriginal Victorians, as an underpinning principle of self-determination, is embedded in everything we do. Under the Aboriginal Cultural Safety Framework DEECA is committed to creating a culturally safe workplace, where there is space for culture to live and for spiritual and belief systems to exist. For further information, please contact self.determination@deeca.vic.gov.au.

**Balancing your Life / Hybrid Working**

We understand that a balanced life is important to our employees and we offer a wide range of flexible options to help you manage family, health, carer responsibilities, study, career or personal interests. Options may include working some days from home or other suitable locations, starting early or late, working part time, job share or accessing paid or unpaid leave in line with our flexible working policy.

To receive this information in an accessible format (such as large print or audio) please call the Customer Service Centre: 136 186, TTY: 133 677, or email customer.service@deeca.vic.gov.au