# Position description

Department of Energy, Environment and Climate Action





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## Position details

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| **Position title:** | Senior Communications and Media Adviser  |
| **Position number:** | 50922877 |
| **Classification:** | VPS Grade 5 |
| **Salary range:** | $113,022 to $136,747 + super |
| **Employment type:** | Ongoing  |
| **Group:** | Corporate Services |
| **Division & Branch:** | Strategic Communications DivisionPortfolio Communications Branch  |
| **Work location:** | Flexible within Victoria Hybrid work arrangement available: [x] Yes [ ]  No  |
| **Reports to:** | Communications and Media Manager – Water and Resources |
| **Direct reports:** | [ ]  Yes [x]  No If yes, how many? |
| **Further information:** | Lewis Hill – 0458 994732 |

Position purpose

The Senior Communications and Media Adviser delivers innovative, high-quality and effective communications and media solutions for DEECA portfolios. These activities support and promote the achievement of government priorities and the department’s objectives.

Reporting to the portfolio Communications and Media Manager, the Senior Communications and Media Adviser delivers high-level communications advice and activities for policies, programs, initiatives and ministerial events. This includes identifying opportunities and potential risks to deliver tailored communication approaches for various audiences, channels and stakeholders.

This is a senior role within the team that supports the manager, demonstrating value add and achieving buy-in for strategic approaches.

Central to this role is building strong partnerships and positive working relationships with colleagues across the division, portfolio groups and partner agencies to deliver best-practice communication outcomes.

The successful applicant will work effectively as a member of a 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

* Develop, deliver and evaluate end-to-end strategic communications plans and strategies for the relevant portfolios to tell the DEECA story through media, social, digital and other mediums.
* Develop and deliver high-quality communications materials to support strategy implementation, working within DEECA and whole-of-Victorian Government strategic communications, media and stakeholder engagement frameworks.
* Establish and maintain effective working relationships with the DEECA Strategic Communications division, senior departmental stakeholders and portfolio agencies to ensure alignment of portfolio communications, working collaboratively to deliver cross-portfolio activities as required.
* Provide strategic communications advice to senior stakeholders, acting as a strategic partner to identify potential opportunities and manage reputational issues.
* Ensure that day to day work is in line with the portfolio communication team strategy, working closely with the manager to ensure continuity of workflow and output.
* 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**

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

**Capabilities**

* **Working Collaboratively:** Guides others to create a culture of collaboration; Identifies, and works to overcome, barriers to knowledge or information sharing; Identifies opportunities to work with other teams to deliver outcomes.
* **Critical Thinking and Problem Solving:** Takes into account wider business context within business unit when considering options to resolve issues. Identifies recurring problems and prevents future recurrence by integrating solutions into work process. Delivers tangible business outcomes as a result of critically evaluating problems from multiple perspectives and delivering effective solutions.
* **Partnering and Co-creation**: Builds and maintains partnerships to achieve objectives; Coaches others on the co-creation process and builds team commitment to co-creation by demonstrating personal commitment; Builds trust in partnerships through timely and quality delivery of outcomes; Facilitates discussion and navigates differences of opinion to reach decisions.
* **Project Delivery:** Translates strategies into programs or projects that enables achievement of outcomes require; Defines governance e.g. success measures, roles and responsibilities, progress monitoring) required to manage risks and maximise probability of success.

Position specific requirements

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| Financial Delegation Value | $75,000 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. |
| 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