



Candidate information pack

Branch Manager, Communication Services
(SES Band 1)

Department of Social Services

Reference No: 796

Close date: 11.30pm AEDT Sunday 30 January 2022

Unit 120A, Mode 3 Building
24 Lonsdale Street, Braddon ACT 2612
PO Box 5125, Braddon ACT 2612
T 02 6232 2200 • F 02 6232 2222
E admin@execintell.com.au

Branch Manager, Communication Services, SES Band 1, Department of Social Services

Position description

Position Overview

Reports to: Group Manager, Corporate,
SES Band 2

Location: Canberra, ACT

The Department of Social Services (the department) is seeking an outstanding senior executive to fill the role of Branch Manager, Communication Services. The Communication Services Branch is responsible for delivering high quality strategic and operational communication activities, including communication campaigns. You will play a key role in supporting the department in achieving its mission to improve the wellbeing of individuals and families in Australian communities.

You will be the principal and authoritative source of advice for the department and its executive in relation to communication and media outcomes, including media, issues management strategies and communication campaign management. You will also take a strategic approach on external communication activities across the Social Services Portfolio through collaboration with portfolio agencies. You will be a key member of the SES leadership team within the department and contribute to strategic and organisational priorities. You will lead and set the direction for the branch and the successful applicant will drive outcomes to:

- deliver communication products for complex, technical and sensitive social services programs in a proactive and reactive manner;
- lead the delivery of communication campaigns for the department;
- provide guidance to senior staff across the department, Social Services portfolio, Ministers and their advisers;
- deliver sustainable, audience-focused communication through the development of evidence-based products and metrics to change behaviours;
- bring a strong customer service focus, ensuring Communication Services Branch works in partnership across the department to improve the communication of our external programs and policies; and
- lead and manage a branch with a focus on continuous improvement on communication products; determine and be accountable for objectives, priorities and task allocation; represent the department at high-level discussions and negotiations with key stakeholders and outside organisations.

As part of this selection process, a merit pool may be established.

Knowledge, Skills and Abilities

To be a strong applicant for this important role, you will excel in working in complex and challenging environment, have excellent verbal and written communication skills and be an outstanding leader with a substantial record of achievement in the area of communications or a related area. You will have extensive experience and/or well developed understanding of:

- managing sensitive issues of public interest;
- public information strategies and campaigns;
- linking media strategies and priorities with the Government's and department's agenda;
- multiple communication platforms including social media with the ability to mitigate risk;
- providing advice relating to frameworks for information and advertising campaigns to Ministers; and
- utilising various external communication methods to engage stakeholders.

You will also be a strong strategic thinker, have the ability to influence and provide high quality advice and direction and quickly grasp complex issues. Your outstanding stakeholder relationship skills, collegiate personal style and ability to engender trust and respect will be complemented by strong judgement, intellectual rigour, tenacity and resilience.

The successful applicant will have the following leadership and personal attributes:

- superior leadership and management skills;

- the capacity to develop communication strategies that communicate current and future issues;
- the ability to provide well-articulated advice to senior executive, Ministers and their offices;
- the aptitude to work collaboratively and under pressure, to provide an exceptional client experience;
- deliver contemporary, professional and efficient communication outcomes;
- lead and manage change;
- an exceptional results orientation, resilience and a positive approach to issues resolution;
- superior communication, and stakeholder engagement skills and a strong commitment to customer service;
- be able to manage several high profile issues simultaneously and have the ability to identify and assess emerging issues;
- keen intelligence, persuasiveness and the influence necessary to deliver both formal and informal leadership;
- a proactive approach to creativity with the ability to engender enthusiasm and professionalism in others; and
- astute judgement and political awareness.

Overview of the Department

The Department of Social Services' (the department's) purpose is to improve the well-being of individuals and families in Australian communities which is achieved through the implementation of a diverse range of government policies, programs, services and payments.

The department's purposes are set out in the Administrative Arrangement Orders as follows:

- Income security and support policies and programs for families with children, carers, the aged, people with disabilities and people in hardship
- Income support policies for students and apprentices
- Income support and participation policy for people of working age
- Services for families with children, people with disabilities and carers
- Community mental health
- Community support services
- Family relationship, Family and Children's Support Services
- Social housing, rent assistance and homelessness
- Child support policy
- Services to help people with disabilities obtain employment
- Non-profit sector and volunteering
- Whole of government service delivery policy.

The department is committed to creating a diverse and socially inclusive work environment that reflects the broader Australian community. The department recognises the richness of Aboriginal and Torres Strait Islander cultures and the unique knowledge Aboriginal and Torres Strait Islander employees bring to the workplace, policy development and service delivery.

The department welcomes and encourages applications from Aboriginal and Torres Strait Islander peoples, people with disabilities, LGBTIQ people, women and people with diverse linguistic and cultural backgrounds. The department aims to provide an inclusive workplace where each person's unique perspectives and abilities are valued and applied in the development and delivery of meaningful social policy.

Operating Context

The environment in which the department operates is complex and interconnected and presents a number of unique challenges. The department's success is measured in terms of its ability to anticipate and adapt within this changing environment, while maintaining its strategic direction and its focus on improving the wellbeing of individuals and families in Australian communities.

Qualifications

Relevant tertiary qualifications in either communications, public relations, marketing or journalism would be highly regarded.

Tenure

The successful candidate will be offered ongoing employment under the *Public Service Act 1999*.

Remuneration

A Total Remuneration Package (TRP) reflecting the importance of the position will be negotiated with the successful candidate. The TRP comprises of:

- Base salary (including motor vehicle allowance)
- Superannuation
- Official parking

Other entitlements (in addition to TRP) may include:

- Airline lounge membership; and
- Provisions for leave etc.

Eligibility and Security

To be eligible for employment with the Department of Social Services, you must be an Australian citizen. A candidate's suitability for employment with the department will be assessed through a pre-employment screening process. This will include a criminal history check and the ability to obtain and maintain an Australian Government security clearance, at the Negative Vetting 1 level. This will be arranged for you, if successful.

Please note that, with any vacancy, it is important that you check your own circumstances and ability to meet the eligibility requirements.

RecruitAbility

RecruitAbility applies to this vacancy. You will be invited to participate in further assessment activity for this vacancy if you choose to apply under the RecruitAbility scheme; declare you are a person with disability; and meet the minimum requirements for the job.

For more information see: www.apsc.gov.au/priorities/disability/recruitability.

The Department

More information

More information about the Department of Social Services is available at: <https://www.dss.gov.au/>. In addition, more information can be found in the 2020-21 Corporate Plan: <https://www.dss.gov.au/search/search/Corporate%20Plan>.

Preparing your application

Your application should include a CV and a statement of claims (a short 'pitch' of approximately 1000 words or 2 pages) drawing out why you are interested in the role, what you offer the agency, your skill set, relevant career history and achievements, and your leadership attributes. In preparing your application you may also wish to take account of the following selection criteria which apply to SES roles in the APS.

In addition to submitting your CV and a statement of claims (or 'pitch') you will be asked to fill in some additional fields in our online application form. These include areas such as Key areas of expertise, Major Achievements, Staff Management and Budget Management.

Selection criteria

1. Achieves Sustained Results

Relevant capabilities and behaviours:

- Builds organisational capability and responsiveness
- Marshalls and develops professional expertise
- Steers and implements change and deals with uncertainty
- Ensures closure and delivers on agreed results (time, cost and quality)

2. Cultivates productive working relationships

Relevant capabilities and behaviours:

- Nurtures internal and external relationships
- Facilitates cooperation and partnerships
- Values individual differences and diversity
- Guides, mentors and develops people

3. Exemplify personal drive and integrity

Relevant capabilities and behaviours:

- Demonstrates Public Service professionalism and probity
- Engages with risk and shows personal courage
- Commits to action
- Displays resilience
- Demonstrates self-awareness and a commitment to personal development

4. Communicates with influence

Relevant capabilities and behaviours:

- Communicates clearly
- Listens, understands and adapts to audience
- Negotiates persuasively

5. Shapes strategic thinking

Relevant capabilities and behaviours:

- Inspires a sense of purpose and direction
- Focuses and acts strategically
- Harnesses information and opportunities
- Shows judgement, Intelligence and common sense

About Executive Intelligence Group

Executive Intelligence Group is a Canberra based executive search and recruitment management firm. We specialise in finding, selecting, developing, coaching and mentoring senior executives across a range of different contexts and sectors.

We are held in high regard by senior decision makers and would be recognised as having exceptional coverage in terms of the number and nature of agencies for which we have completed assignments.

We have extensive experience in generalist, 'difficult to fill' and specialist executive roles, bulk rounds, statutory appointments and private sector positions and an outstanding reputation in dealing with Secretaries, senior executives CEOs and Boards.

If, after reading the selection documentation, you require further information please contact **Tricia Searson** or **Karina Duffey** on (02) 6232 2200.

Applications must be submitted through the Executive Intelligence Group website.

How to apply

Executive Intelligence Group has the capability to receive applications online via our website.

A major benefit of lodging an application through our system is that your details will now be saved in your personal, confidential account. This means that, should you apply for any future roles through us, you will not have to re-enter this information and this will hopefully make the application process easier for you. If at any time your personal details change you are able to update this via your account. It is important to us that you find our website easy to use. If you have any feedback on how we can make the website more user friendly to assist you in completing an application or downloading candidate information, please let us know.

At **Executive Intelligence Group**, we respect the confidentiality of the personal information you provide to us and understand that your privacy is critical.

To review our Privacy Policy please click here: <https://executiveintelligencegroup.com.au/privacy-policy/>.

Important things to note:

- When you apply for the first time, please create an account and make a note of your username and password;
- For subsequent applications, you will need to log in to your account and submit your application along with your CV and statement of claims/pitch. I.e. you will need to submit an application for **EVERY** vacancy you are interested in - submitting one application does **NOT** mean you will automatically be considered for other vacancies with Executive Intelligence Group.
- Please have your CV and statement of claims/pitch ready to upload in a single document. Make sure you take account of the requirements of the position and the selection criteria (if required) against which you will be assessed. In your CV, it is useful for you to provide a quick snapshot of the key responsibilities you have had in each role over the last 5 years;
- You will have an opportunity to review, edit and print your application before you submit. However, once it is submitted you will not be able to make any changes;
- In the event that you do not receive an automated email confirming your application has been submitted it is very important that you contact us as there may be an issue with your application lodgement;
- If you do not hear from us about the progress of your application within 3 weeks from the close date, please contact us for an update; and
- If at any time, you wish to withdraw from this process you will need to send an email to admin@execintell.com.au to let us know. You are unable to withdraw your application directly from the website.

We can be contacted on 02 6232 2200 or admin@execintell.com.au.

How to apply online:

1. Go to the Executive Intelligence Group website and navigate to the Vacancies page (<http://www.executiveintelligencegroup.com.au/vacancies/>);
2. Find the vacancy you are interested in applying for and click 'More Info'. This will enable you to download the candidate information pack. This will assist you on how approach your application;
3. When you are ready to apply, find the vacancy you are interested in applying for and click 'Apply';
4. Read the information about applying and press 'Start';
5. This is where you will create your account if you are applying for the first time. If you have used our system previously you can log in with your user name and password;
6. From here you will be guided through an online application form;
7. At the end of the form you will be prompted to upload your CV and selection criteria/pitch. You **MUST** have your name referenced within the document/s you upload. Please note you should have this already saved in a single document it is preferable to keep the file name of the document short and without symbols for example: **Surname First Name Ref No Job**;
8. If you wish to change any of the sections before you submit you can click on the 'Summary' table on the right-hand side which will take you to the specific page;
9. Submit your application; and
10. You will receive an automatic email with a copy of your application.