

DEPARTMENT OF THE HOUSE OF REPRESENTATIVES

Duty Statement

Job Title: Assistant Director, Content and Outreach
Classification: Executive Band 1
Office: Parliamentary and Business Information Services

Security Assessment Not assessed

About the Section

The Parliamentary and Business Information Services section is responsible for enabling the work of the House of Representatives and its Committees, through the provision of a range of information services and content development activities. The section supports a range of internal and external stakeholders.

The content and outreach team develops and implements strategies to inform, engage and promote the work of the Department. This includes community engagement and education activities, and developing digital content for members and other official stakeholders. The team is also responsible for publishing and graphic design activities, including oversight of the Department's digital publishing platforms.

Duties

Under the general direction of the Director, Parliamentary and Business Information Services, the Assistant Director, Content and Outreach will be responsible for:

1. Developing and managing strong relationships with internal and external stakeholders to improve awareness and uptake of media engagement activities;
 2. Providing technical and policy advice in respect of all aspects of digital and traditional publishing, appropriate to the needs of the Department;
 3. Development of digital engagement initiatives, such as social media campaigns, digital content productions, and learning products to improve community awareness of the work of the House of Representatives and its committees; and
 4. Providing effective management and leadership of a team, and contributing to the broader management of the section.
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Duty representing highest function: All
Immediate supervisor: Director, Parliamentary and Business Information Services,
Executive Band 2

Approved:

Serjeant-at-Arms

DEPARTMENT OF THE HOUSE OF REPRESENTATIVES

Selection Criteria

Assistant Director, Content and Outreach

Executive Band 1

Parliamentary and Business Information Services

1. Demonstrated experience managing website and social media publication processes.
2. Demonstrated experience overseeing the production of quality print publishing activities, video editing and graphic design products.
3. Demonstrated ability to develop, implement and evaluate strategies that engage and communicate with a variety of audiences, making use of contemporary publication methods or the ability to acquire this knowledge quickly.
4. Proven ability to lead and manage a small team undertaking diverse work.
5. Demonstrated effective communication skills and the ability to develop good working relationships.
6. Ability to quickly acquire a good working knowledge of parliamentary practices and procedures.

Approved:

Serjeant-at-Arms