



# AIATSIS

Application Pack

Assistant Director Communications, Content Development and Production

APS Executive Level 1

Ongoing Full-Time

\$97,230 to \$106,655 pa

Approval may be granted to maintain the annual salary for an existing ongoing Australian Public Service employee transferring to the Institute whose current annual salary exceeds this salary range.

This is an Identified position

## Who we are

We are Australia's only national institution focused exclusively on the diverse history, cultures, and heritage of Aboriginal and Torres Strait Islander Australia. We house the world's most important and extensive collection of cultural information and material and we provide leadership, publish and promote greater understanding and appreciation of Aboriginal and Torres Strait Islander peoples. We create opportunities for people the world over to engage with and be transformed by the knowledge, the culture and the story of Australia's Indigenous peoples. We are Australia's national institution for leadership in Aboriginal and Torres Strait Islander research.

## What we do

We care for a priceless collection, including films, photographs, video and audio recordings as well as the world's largest collection of printed and other resource materials for Aboriginal and Torres Strait Islander studies. We undertake and encourage scholarly, ethical, community-based research in a variety of sectors, including health, native title, languages and education. Our publishing house, Aboriginal Studies Press, regularly publishes outstanding writing that promotes Australian Indigenous cultures. Our activities affirm and raise awareness of the richness and diversity of Aboriginal and Torres Strait Islander cultures and histories.

Our functions are established under the [Australian Institute of Aboriginal and Torres Strait Islander Studies Act 1989](#).

These functions are to:

- develop, preserve and provide access to a national collection of Aboriginal and Torres Strait Islander culture and heritage;
- use that national collection to strengthen and promote knowledge and understanding of Aboriginal and Torres Strait Islander culture and heritage;
- provide leadership in the fields of:
  - Aboriginal and Torres Strait Islander research; and
  - ethics and protocols for research, and other activities relating to collections, related to Aboriginal and Torres Strait Islander peoples; and use (including use for research) of that national collection and other collections containing Aboriginal and Torres Strait Islander culture and heritage;
- lead and promote collaborations and partnerships among the academic, research, non-government, business and government sectors and Aboriginal and Torres Strait Islander peoples in support of the other functions of the Institute;
- provide advice to the Commonwealth on the situation and status of Aboriginal and Torres Strait Islander culture and heritage.



We are an Australian Government statutory authority. The Minister responsible for AIATSIS is the Hon Linda Burney MP, Minister for Indigenous Australians, and it sits within the portfolio of the Department of the Prime Minister and Cabinet.

## About the Program Area

The Communications, Events and Publishing program area is part of the AIATSIS Partnership and Engagement Group. The CEP team is a multi-disciplinary team that provides communications and public programs, support and strategic advice across the enterprise, including but not limited to marketing, event management, media and multimedia production, brand management and design, and web content production and book publishing.

We place Aboriginal and Torres Strait Islander voices and perspectives as central to everything that we do. We oversee the AIATSIS brand and website, co-ordinate content production and promotional campaigns across a range of channels, deliver conferences and events, and publish books through Aboriginal Studies Press.

We are proud to tell the story of Aboriginal and Torres Strait Islander Australia and be part of a nation that has the world's oldest continuing cultures.

We value creativity and are driven to inform, educate and transform.

## About the Role

The Assistant Director Communications, Content Development and Production is part of a small team that will be responsible for the development, management and implementation of key initiatives including, but not limited to, whole of organisation communications, media liaison, content development and management of the production team for the Institute and takes the lead in co-ordinating communication opportunities, building relationships and delivering the strategic objectives of the Institute.

In collaboration with colleagues in CEP and with client areas, you will have a key role in helping the Institute to elevate its public image.

The successful applicant will:

- provide excellent writing skills across diverse formats such as briefs, speaking notes, letters, media releases and web articles
- work closely with AIATSIS CEO Office for all media engagement and opportunities
- identify and pursue media opportunities and coverage for AIATSIS and for the AIATSIS publishing arm, Aboriginal Studies press



- build positive relationships with media organisations and journalists to maximise the reach and impact of messaging by AIATSIS
- work with senior management and client areas to strategically create impactful and diverse outputs in line with the AIATSIS strategic plan and brand style guide
- apply best-practice industry standards for the creation of multimedia, online content, and print publications in accordance with government requirements and WCAG guidelines
- manage and advise on agency application of the AIATSIS brand and oversee content and design of the AIATSIS website
- contribute to content development and offer strategic communications advice across the Agency
- provide high-level strategic support and solutions in partnership with team members for delivering design and multimedia outputs for the organisation across a range of AIATSIS digital channels.

This position reports to the Director, Communication, Events and Publishing.

## Our ideal candidate

AIATSIS is looking for the candidate with the best mix of the following attributes:

- A highly-skilled communicator, with the ability to support and facilitate Aboriginal and Torres Strait Islander peoples to share and tell their stories.
- An outstanding writer who can adapt language and key messages to engage different audiences.
- A strong leader who has sound management experience with the skills to lead the production team, ensuring the strategic alignment of design, multimedia and online content for AIATSIS.
- Strong media experience, with a track record of securing impactful media opportunities.
- Highly-developed research and writing skills, with the ability to use diverse sources to find information and fact check.
- Excellent interpersonal skills, with the ability to build positive working relationships with diverse stakeholders, internally and externally.
- Well-organised, with the ability to work under pressure, often in a fast-paced environment, and prioritise workload to meet deadlines.
- Must be results driven and understands the importance of working within a team.
- Demonstrated ability to assist with marketing and social media activities.
- Ability to create media and communications strategies and content as well as production of a range of publications, multimedia and online content.



- Ability to work with AIATSIS business areas to provide strategic advice and deliver creative and impactful digital outputs to support different projects and initiatives.
- Must be able to work without close supervision, proactive and take responsibility for completing tasks within agreed timeframes.

## Cultural Capability

The ideal candidate:

- understands Aboriginal and Torres Strait Islander business within the agency and the outcomes the agency is responsible for delivering
- shows respect for the contribution of Aboriginal and Torres Strait Islander culture, knowledge and materials when designing and undertaking projects
- engages and negotiates in good faith to benefit Aboriginal and Torres Strait Islander peoples and communities
- has the capability to incorporate Indigenous voices, experiences and perspectives in the work produced.

## What we offer

Opportunities for further education, professional development and study assistance will be available. You can also expect personal development planning activities and to work in a supportive learning environment.

We understand that you will work best when you have a healthy work-life balance and can attend to your family commitments. We offer flexible working conditions, competitive leave entitlements and health and wellbeing programs.

## How to apply

If this sounds like the opportunity you are looking for, we want to hear from you! Send your completed application to [recruitment@aiatsis.gov.au](mailto:recruitment@aiatsis.gov.au) by 11.59pm on Monday 22 August 2022

- Referring to 'Our Ideal Candidate', provide a succinct summary (no more than 1550 words) outlining your skills, knowledge and experience demonstrating why you should be considered for this role.
- Complete the enclosed application form.
- Attach your resume, covering your personal details, education and qualifications, work and other relevant experience.



## What should I include in my supporting statement?

Your application should be brief and align to the requirements specified in the vacancy information published on our website. Generally, we do not use selection criteria for applications unless they are specific technical requirements.

## How will my application be assessed?

You will be assessed on your resume and your response to 'Our Ideal Candidate'. Your response should be succinct and demonstrate your ability to meet the requirements of the job and should complement your resume. Your resume should be comprehensive enough to show that you have the experience and/or qualifications to undertake the duties and responsibilities of the job. Because this is an Identified position your resume should include your knowledge of and experience with Aboriginal and/or Torres Strait Islander cultures, issues, communities and engagement.

A selection decision may be based solely on your written application and referee reports, and it is the quality, rather than the quantity of your written submissions that is the most critical factor.

Your cultural competency will carry more weight than other factors in the assessment. These requirements are based on the information provided to you as part of the job opportunity.

Your referees may also be contacted at any stage of the assessment process to validate your claims. For this reason it is important that you advise them that you have applied for a role at AIATSIS, and that you feel confident they will be able to support your application.

If you need assistance developing your response you may want to refer to the applying for jobs on the Australian Public Service Commission website:

<http://www.apsc.gov.au/working-in-the-aps/applying-for-jobs-in-the-aps>

## Who to contact

For enquiries about this job please contact on Nicole Campbell on (02) 6129 3957 or [nicole.campbell@aiatsis.gov.au](mailto:nicole.campbell@aiatsis.gov.au)

If you are experiencing any difficulties accessing or submitting your online application, or you would like more information about this job please contact the AIATSIS Recruitment Team on (02) 6246 1172.



# FAQ

## What are Affirmative Measures and Identified Positions?

The Australian Public Service (APS) advertises some jobs as Affirmative Measures and/or Identified positions. The two classifications are similar but serve different purposes.

### Affirmative Measures positions

Jobs in the APS are open to all Australian citizens. There are some jobs, though, that are open only to specific members of the Australian population. This practice is known as an Affirmative Measure, and is a targeted strategy to ensure the diversity of the APS workforce reflects the diversity of the Australian population.

Any job can be restricted to Aboriginal and/or Torres Strait Islander people only, and it doesn't necessarily have to involve working on Indigenous issues. If a position has been advertised as an Affirmative Measure, it will be clearly marked as such.<sup>1</sup>

The use of the Indigenous Affirmative Measures provision at AIATSIS allows for targeted recruitment of Indigenous Australians into the organisation. If you are applying for an Affirmative Measures position, you will need to indicate your Aboriginal and/or Torres Strait Islander heritage on our application form and provide confirmation if required.

### Identified positions

Identified positions are roles that require people to have an understanding of the issues affecting Indigenous Australians and a proven ability to communicate sensitively with them. These requirements are generally for jobs that involve providing services or developing policies for Indigenous Australians, and/or direct interaction with Indigenous communities.

Identified positions are crucial in ensuring that the APS has the right people working on initiatives to improve the delivery of services and close the gap between Indigenous and non-Indigenous Australians, and are open to all Australian citizens<sup>2</sup>.

At AIATSIS all positions are Identified positions where candidates are required to demonstrate an understanding of the diversity of Aboriginal and Torres Strait Islander peoples, their cultures, and their issues and to be able to communicate respectfully with them.

You must provide the name and contact details of an Aboriginal and Torres Strait Islander referee. This referee will be contacted to determine your cultural capability.

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<sup>1</sup> <https://www.apsc.gov.au/indigenous-employmentaffirmative-measure-and-identified-positions>

<sup>2</sup> <https://www.apsc.gov.au/indigenous-employmentaffirmative-measure-and-identified-positions>

## What is Cultural Capability?

As all positions at AIATSIS are 'Identified' each position will have various elements of involvement with the delivery of Indigenous specific services, programs and policies as part of AIATSIS core functions. AIATSIS therefore needs to also identify the cultural knowledge; skills and personal attributes needed to deliver the required outcomes. Every part of how we work, who we work with and for, requires varying levels of knowledge of Aboriginal and Torres Strait Islander cultures, protocols and an understanding of issues that enable effective communication and ultimately effective performance in the role. To assist you in determining the required cultural capabilities of this role, you can refer to the [Aboriginal and Torres Strait Islander Cultural Capability – A Framework for Commonwealth Agencies](#)



# APPLICATION FORM

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## Position Applied For

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Position Title

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Position Number

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Classification

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Job Type (Ongoing / Non-Ongoing)

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Location Acton, ACT

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## Applicant Details

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Surname

---

Given Name

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Title

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Date of Birth

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Contact Number

---

Email

---

Postal Address

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Educational Qualifications

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Do you wish to identify yourself as belonging to any of the following diversity groups

- People from Non English Speaking Background
- Women
- Aboriginal or Torres Strait Islander
- People with Disabilities

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If you have any special requirements for an interview, i.e. difficulty with stairs, please indicate

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## Current Employment Details

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Note: There are arrangements applying in the Australian Public Service (APS), which limit the subsequent employment of people who have received a redundancy benefit. (The circumstances where the restrictions apply are set out in clause 7.1 of the Australian Public Service Commissioner's Directions 2016 (the Directions).

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Are you currently employed in the Australian Public Service?  Yes  No (complete only question 4 below)

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1. Have you accepted a redundancy package in the last 12 months?  Yes  No

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2. Are you:  Ongoing  Non-Ongoing

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3. If Yes, AGS Number

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4. Current Employer

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5. Substantive Classification/Level

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6. Current Position Title

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## Eligibility Requirements

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Note: Applicants will generally only be eligible for employment if they are Australian citizens.

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Are you an Australian Citizen?  Yes  No

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Do you identify as Aboriginal and/or Torres Strait Islander?  Yes  No

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## References

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Instruction: As all positions in AIATSIS are Identified – Applicants should provide the details of an Aboriginal and/or Torres Strait Islander person to confirm their relevant experience and cultural competency.

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Indigenous Referees Name

Position Held

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Email:

Phone:

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Other Referees Names (2)

Position Held

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Email:

Phone

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Email:

Phone

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## Advertisement

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Where did you see the advertisement for this position

- Koori Mail  
 ALIA  
 APSjobs (Gazette)

- AIATSIS Website  
 SEEK  
 Other
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If Other, Please Specify:

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