



Australian Government
Organ and Tissue Authority

Media and Public Relations Officer | Communications and Engagement team

Classification Level: APS6	Salary: \$94,737 - \$106,878
Employment Type: Ongoing – Full Time	Locations: Canberra, ACT or Melbourne, VIC
Position Number: 20020020	Security Level: Baseline
Closing Date: Wednesday 16 May by 11:59pm	Contact: Brianna Elms – 0460 969 980

About Us

The Organ and Tissue Authority (the OTA) is a small Commonwealth agency that leads the delivery of a national program, DonateLife, to increase organ and tissue donation rates in Australia. There are two areas of focus: increase the capability and capacity of the health system to maximise donation rates and build community awareness across Australia to promote organ and tissue donation. The program is delivered in close collaboration with state and territory governments, a network of DonateLife agencies across Australia, health clinicians and the community.

Position overview

The Communications and Engagement team delivers innovative and effective communication, marketing, stakeholder and community engagement strategies to the Australian public. Through the DonateLife brand, the team's focus is building public awareness about organ and tissue donation and increasing the number of registered organ and tissue donors – which contributes to increasing the rates of organ and tissue donation in Australia. We achieve this by delivering a national communications and engagement strategy. The team is responsible for marketing, public relations, website management, social media, content, community and stakeholder engagement, education, partnerships and grants, media and issues management, internal communications, events, branding and design.

The Media and Public Relations Officer role drives the strategy and delivers key DonateLife media and public relations activities.

Specific duties

In this role you will:

- Develop and deliver the strategic planning, coordination, implementation, and execution of national public relations and media engagement (including supporting the annual DonateLife Week campaign)
- Oversee day-to-day proactive and reactive media and issues management including media liaison, key messaging, briefings, stakeholder coordination, and spokesperson management

- Provide media and public relations support and advice to media and communications advisors in the DonateLife Network
- Support the Marketing Lead with some annual community grants and multi-year strategic partnership grants with media and PR organisations, including building successful working relationships and supporting them to deliver grant activities and reports
- Support the agency to develop high-quality plain English PR, communication, media and stakeholder products for a range of audiences, working closely with marketing, digital, content and community engagement teams
- Identify issues and risks, reputation, and relationships as they arise in the public domain, developing issues briefs and briefing the Director, Communications and Engagement
- Build and manage strong and trusting relationships that foster collaboration with governments, key media, stakeholder groups, community members (often organ and tissue transplant recipients and donor families) and committees
- Support the procurement and management of external suppliers as needed, such as agency support and media monitoring expertise
- Deliver competing priorities to a high standard, bringing energy and drive to progressing work with a commitment to getting the job done, during a time of change
- Provide high-level, expert advice and support to the Director, Communications and Engagement team regarding PR, media, risk, stakeholder engagement activities where required
- Adhere to the [APS Values](#), [Code of Conduct](#) and demonstrating capability in line with the APS Integrated Leadership System and Work Level Standards at the APS6 level.

Capabilities

To be successful in the role you will be able to demonstrate capability in line with the APS [Integrated Leadership System](#) and Work Level Standards at the APS6 level:

Relevant skills and experience

- Formal qualifications are highly regarded - a degree, diploma or post graduate diploma from an Australian tertiary institution or a comparable overseas qualification, with a major in public relations, communications, marketing or stakeholder engagement
- A minimum of 3 years' experience in a related role or communications discipline
- Have a proven ability to deliver and evaluate communication, public relations and stakeholder engagement strategies that achieve results.

Shapes strategic thinking

- Understands, supports and promotes the organisation's vision, mission, and business objectives
- Identifies the relationship between organisational goals and operational tasks
- Understands the work environment and initiates and develops team goals, strategies and work plans
- Identifies broader factors, trends and influences that may impact on the team's work objectives
- Maintains an awareness of the organisation and keeps self and others well informed on work issues and finds out about best practice approaches
- Identifies problems and works to resolve them

- Thinks laterally, identifies, implements and promotes improved work practices.

Achieves Results

- Possess excellent organisation and time management skills and the ability to manage competing priorities while maintain high work standards
- Be self-motivated with the ability to respond to urgent tasks, remain calm and adapt quickly to a changing environment
- Have innovative, creative thinking that allows you to think outside of traditional approaches to meet objectives and budget requirements
- Identify and communicate issues and make decisions with a focus on achieving key media and stakeholder engagement outcomes, often within challenging timeframes.

Supports productive working relationships

- Builds and sustains positive relationships with team members, stakeholders and clients
- Anticipates and is responsive to client and stakeholder needs and expectations
- Works collaboratively and operates as an effective team member
- Encourages the exploration of diverse views and harnesses the benefits of such views
- Treats people with respect and courtesy
- Provides constructive and regular feedback.

Displays personal drive and integrity

- Adopts a principled approach and adheres to the APS Values and Code of Conduct
- Acts professionally at all times and operates within the boundaries of organisational processes and legal and public policy constraints
- Takes personal responsibility for meeting objectives and progressing work
- Persists with, and focuses on achieving, objectives even in difficult circumstances
- Remains positive and responds to pressure in a calm manner
- Self-evaluates performance and seeks feedback from others
- Shows commitment to learning and self-development.

Communicates with influence

- Confidently presents messages in a clear, concise and articulate manner
- Seeks to understand the audience and tailors communication style and message accordingly
- Listens carefully to others and checks to ensure their views have been understood
- Anticipates and identifies relevant stakeholders' expectations and concerns
- Encourages the support of relevant stakeholders.

Eligibility

To be eligible for this position you must be an Australian Citizen at the closing date of application.

The successful applicant must be able to obtain and maintain a Baseline level security clearance or hold a current security clearance of an appropriate level.

Commencement of employment is subject to the successful applicant undergoing and satisfying a police history check.

We value diversity in gender, backgrounds, culture and experience of our employees and we are committed to providing an inclusive workplace culture that ensures everyone has equal opportunity to contribute, participate and progress. Applicants who are Aboriginal and/or Torres Strait Islander, come from a diverse cultural or linguistic background or have a disability are encouraged to apply. We aim to ensure that all applicants are treated fairly and that they have equal access to job opportunities.

RecruitAbility applies to this vacancy. Under the RecruitAbility scheme you will be invited to progress your application for further assessment if you choose to apply under the scheme. You must advise you would like to 'opt in' to participate in the scheme at the time of submitting your application.

Details about the RecruitAbility scheme can be found at the Australian Public Service Commission website – <https://www.apsc.gov.au/recruitability>.

To Apply

Applicants are required to submit the following to recruitment@donatelife.gov.au:

- application cover sheet
- CV
- one page pitch outlining your skills, knowledge and experience against the *Capabilities* component of this advertisement.

Please visit the [employment](#) page of our website for more information about the OTA, our recruitment processes, the application cover sheet template and information on how to apply. Alternately, you can call the Contact Officer or send us an [email](#).