



**Australian Government**  
**Organ and Tissue Authority**

## Media and Engagement Lead, Communications and Engagement team

<b>Classification Level:</b> EL 1	<b>Salary:</b> \$106,656 - \$121,642
<b>Employment Type:</b> Ongoing – Full Time	<b>Location:</b> Canberra, ACT
<b>Position Number:</b> 20034390	<b>Security Level:</b> Baseline
<b>Closing Date:</b> 1 December 2021	<b>Contact:</b> Brianna Elms - 0402 331 424

### About Us

The Organ and Tissue Authority (the OTA) is a small Commonwealth agency that works in close collaboration with the DonateLife network, states and territories, health clinicians and the community to improve the rates of donation in Australia to enable more people access to lifesaving transplants. The OTA is a statutory authority established by the *Australian Organ and Tissue Donation and Transplantation Authority Act 2008*.

### Position overview

The OTA's Communications and Engagement team delivers innovative and effective communication, marketing, and stakeholder engagement strategies to the Australian public. Through the DonateLife brand, the team's focus is building community 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 running a national community engagement and education program, and as a team are responsible for marketing, public relations, website management, social media, community and stakeholder engagement, education, partnerships and grants, media and issues management, internal communications, events, branding and design.

Working as a leader of a small and dynamic team as the Media and Engagement Lead, you will drive the strategy and delivery of key DonateLife media, PR and stakeholder engagement activities.

### Specific duties

In this role you will:

- Lead the strategic planning, coordination, implementation, and execution of national media and stakeholder engagement programs (including supporting the annual DonateLife Week campaign)
- Oversee day-to-day pro-active and re-active media and issues management, including media liaison, key messaging, briefings, stakeholder coordination, target audience strategies, spokesperson management
- Lead and implement the agency's stakeholder engagement strategy, and coordinate stakeholder engagement activities – developing communications and managing feedback on key initiatives and issues

- Support the agency and DonateLife network to develop high-quality plain English communication, media and stakeholder engagement products for a range of audiences
- Identify and manage issues and risks, reputation and relationships as they arise in the public domain, developing issues briefs and briefing Executive as required
- Build and manage strong and trusting relationships that foster collaboration with governments, Ministerial advisors, key media, stakeholder groups, community members (often organ and tissue transplant recipients and donor families) and committees
- Oversee the process and delivery of running annual community grants and multi-year strategic partnership grants, including managing relationships and deliverables
- Lead the procurement and management of external suppliers as needed including public relations, media monitoring arrangements
- 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
- Lead, motivate, mentor and manage the workload of the Media and Engagement Advisor
- Provide high-level, expert advice and support to the National Manager, Communications and Engagement team, agency senior leadership team and DonateLife network regarding media and 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 EL1 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 EL1 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 five years' experience in a related role or communications discipline
- Have a proven ability to deliver and evaluate media and stakeholder engagement strategies that achieve results

### Shapes strategic thinking

- Focuses strategically and understands the organisation's objectives and aligns operational activities accordingly
- Confidently provide strategic advice, problem solving and issues management in relation to complex and strategic matters
- Have strong leadership, staff management and project management skills

### 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.

### Cultivate productive working relationships

- Demonstrate ability to effectively manage interpersonal relationships with respect and communicate with influence with internal and external stakeholders including partners, community groups, other agencies, external suppliers

### Exemplifies personal drive and integrity

- Behaviours consistent with the values of our organisation and the Australian Public Service
- A demonstrated commitment to the health, safety and wellbeing of all employees

### Communicates with influence

- Communicates clearly with stakeholders including listens, understands and adapts to audience
- Demonstrate exceptional plain English written and verbal communication skills

## 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](mailto: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 and how to apply. Alternately, you can call the Contact Officer or send us an [email](#).