



# Communications CROSS AGENCY NETWORK

**Wednesday 16 March 2022**

Welcome to the second ComCAN Newsletter for 2022!

## **Our first event for 2022 The Power of Positive PR!**

Planning is underway for an informative hybrid event (live and virtual) devoted to the Power of Positive PR in government communications and advocacy. Coming to you from Canberra, as part of a two-hour session on 20 April from 1pm we will hear from a panel of media and community advocates and learn first-hand from ComCAN members about their case study experiences. This is a rare and valuable opportunity to see the power and value for money of smart ideas and proactive public relations.

If you have a case study related to this topic that you would like to share with your fellow ComCAN members, then please get in touch at [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au).

We need to get an idea of numbers that will attend in person on **20 April at 1pm** so we can book an appropriate size space. Please RSVP by **Friday 25 March 2022** by clicking on one of the options below and send us an email outlining your preference:

- [I will attend in person](#)
- [I will attend virtually](#)
- [I cannot make it](#)

The email RSVPs will be sent to the [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au) mailbox.

## **Strength (and knowledge) in numbers**

We're always happy to welcome new members to the ComCAN community and encourage you to keep spreading the word about the benefits to your APS colleagues! Since our last newsletter we've seen the number of new members joining our network on the rise.

Anyone wishing to join can send an email to [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au) or connect via [LinkedIn](#)

## Messages from ComCAN members:

### A new myGov

myGov has given Australians a simple, fast and secure way to access online government services for many years. But we know the way people do this is changing, so myGov is set to improve.

The goal is to make myGov a more intuitive and personalised experience for people and this will take time to develop. Later this year Services Australia will release a new myGov with more functions, a fresh new look and dashboard, as well as information about government payments and services.

When myGov changes, people won't need to do anything different. They'll find it at the same web address, use their same sign in details and all their linked myGov services will stay the same.

[myGov Beta](#) is a prototype of the new myGov site. It's available now for everybody to explore and provide feedback. When you take a look at myGov Beta, you'll see:

- a fresh new look and personalised home page
- more ways to sign in, such as using a Digital Identity
- an easier way to update personal details and share them with linked services
- tailored information about government payments and services organised around major things that happen in people's lives. For example, having a baby.

Services Australia is also building and testing a new myGov app. While in a private beta stage right now it is expected to be made public by mid- year offering a new choice in how to use myGov. The app offers people a simple way to sign in and will use native mobile features such as notifications. With close to 70 per cent of people using their mobile device to visit myGov, the app is one way to make access easier.

Services Australia is working with communications teams to create awareness about the new myGov to help people understand what will be different. In the meantime, people can still use the current myGov.

The myGov team will continue to share updates as communication materials about myGov are developed. If you have any questions or if you're a communications professional and you'd like to chat, please reach out to [mygov.brand.communication@servicesaustralia.gov.au](mailto:mygov.brand.communication@servicesaustralia.gov.au).

## Seeking recommendations for workshop facilitators

Australian Fisheries Management Authority are delivering a program that is likely to have a big impact on external stakeholders. They are seeking recommendations for workshop facilitators who can work with the their team to identify and capture audience needs. . Any with change management expertise would be excellent too please!

Please contact Beth Price at [Beth.Price@afma.gov.au](mailto:Beth.Price@afma.gov.au) or 02 6225 5315

## Do you have an Intellectual Property Strategy? We want to hear from you!

The Communications Team at the Clean Energy Regulator are developing an internal Intellectual Property (IP) Strategy and would love to see some examples or to talk to people who have experience in developing internal IP strategies for government.

If you have an internal IP Strategy or knowledge to share, please contact Simone O'Connor at [simone.oconnor@cer.gov.au](mailto:simone.oconnor@cer.gov.au) or on 02 6159 3978.

## ComCAN Noticeboard



### April meeting - Details to be confirmed

April 20 – PLACE HOLDER – The Power of Positive PR and networking event (Canberra + virtual). Submit your case studies and complete our survey.



### Job opportunities

Do you have a job you would like advertised in our next newsletter?



### Have your say – Building a better network

If you, or your team, would like to be featured in a ComCAN newsletter, or you would like to present at a ComCAN event, please email us at [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au)

## Job postings

Digital Transformation Agency (DTA)

The Strategic Communications and Media Team is looking for an EL1 Assistant Director.

We are looking for a driven and talented professional with experience in strategic communications and media management, that has a strong track record of achieving results, who can quickly build effective working relationships and responds well to emerging priorities.

**The key duties of the position include:**

We are looking for someone with skills and experience in one or more of the following areas:

- Developing and delivering communications and media strategies
- Providing strategic advice on communications on channels, methods, risks, and mitigations
- Media management
- Coordinating and delivering high quality, plain English communication materials and products including media releases, talking points, speeches, and content for a range of internal and external channels
- Supporting colleagues across the agency in best practice communications and media for diverse audiences
- Demonstrated ability to effectively juggle competing priorities, including proactive and reactive work
- Ability to track, measure and evaluate the effectiveness of the DTA's communication and media activities
- Ability to take a mentoring and coaching approach to upskill agency staff in the application of effective and best practice communications and media

You will also have the following attributes:

- Ability to build effective working relationships with a variety of stakeholders, internal and external to the DTA, including DTA staff and senior executives, Ministers' offices, and colleagues from across the APS
- Ability to bring strategic thinking, good judgement, and appropriate risk management practices to the communications and media
- Ability to work as part of a close-knit team
- Adaptability, flexibility and resilience and a passion for what you do.

**Eligibility**

Security Clearance level required: Baseline (or ability to obtain and maintain). To be eligible for employment with the Digital Transformation Agency (DTA), applicants must be an Australian citizen.

An applicant's suitability for employment with the DTA will be assessed through a pre-employment screening process. This process includes an Australian Police check.

We encourage applications from Aboriginal and Torres Strait Islander peoples, people with disability and people from other diverse backgrounds. We are

committed to providing a working environment that values diversity and inclusion and supports employees to reach their full potential.

### **Notes**

The DTA may leverage a mix of assessment methods for this position, which may or may not involve an interview.

A merit pool may be established and used to fill future vacancies within the next 18 months consistent with Section 25 of the APS Commissioner's Directions.

For all DTA positions you are required to apply directly via the DTA website. Applications referred or submitted through recruitment agencies, or third parties will not be accepted.

Please submit applications to [kiki.josifovski@dta.gov.au](mailto:kiki.josifovski@dta.gov.au) by 20/03/2022.

### **Department of the Prime Minister and Cabinet**

Seeking expressions of interest – APS6 and APS5 for temporary transfer or non-ongoing roles

Communications Advisers – national advertising campaign and strategic communications

PM&C is building a small team to deliver a substantial national advertising and PR campaign in the social policy space

We are seeking candidates who:

- Have experience delivering advertising campaigns and/or strategic PR initiatives – particularly in the government advertising framework
- Have experience developing, implementing and evaluating communication activities and products
- Are capable in a high-paced environment and are able to respond constructively to tight deadlines, change and uncertainty
- Demonstrate strong project management skills, including the ability to deliver outcomes while managing competing priorities
- Can develop and maintain productive relationships with colleagues and supplier
- Have exceptional writing skills, including the ability to write persuasively but succinctly in plain English
- Understand and are capable executing government procurement practices

You will work in a central communication branch and in strong partnership with a policy team to deliver important work for vulnerable Australians. This team will deliver the national campaign as well as supporting policy and program implementation through departmental communication efforts. The national campaign will be an evidence-based, long-term behavioural and cultural change effort to address a challenging and complex issue.

Tasks may include:

- Contributing to the strategic direction of the national campaign
- Managing/liasing with external suppliers to deliver each step of the campaign
- Facilitating policy approval of communication planning and products
- Preparation of departmental communication such as news items and social media
- Collaborating with specialists to design and manage the website presence of the campaign and policies/programs
- Preparation of briefs or ministerial submissions
- Record keeping, procurement and administration

Contact [lisa.ranson@pmc.gov.au](mailto:lisa.ranson@pmc.gov.au)

### **Australian Fisheries Management Authority**

APS 5 Communication Officer

We're on the hunt for a suitable APS 5 Communications Officer to join our team on a non-ongoing contract for 6 months.

The APS5 Communications Officer will be responsible for supporting the development and implementation of proactive and reactive internal and external communications to support key Agency priorities.

You will liaise with key business area stakeholders, demonstrate strong relationship management skills, and ensure content is strategically aligned, audience focused and timely.

You will be required to undertake work that is moderately complex to complex in nature and operate under limited direction.

Key duties

- Strategic communications and engagement
- Supporting business areas across the AFMA to understand their communication needs, assisting with the delivery of the 2022-2024 Communication Plan.
- Supporting the development, implementation, tracking and measurement of communications strategies to help keep them on time
- Contributing to the regular development, delivery and review of communications and engagement content through established communication channels
- Preparing high-quality, clear and accessible written content aligned to approved communications and engagement plans
- Maintaining strong internal and external networks to facilitate development and delivery of effective, targeted and timely communication activities

- Analysing communications outcomes and participating in discussions within your team on how to build improvements into future activities
- Fostering creativity and innovation in content creation across a range of channels

The Officer will:

1. be working with internal stakeholders to develop, implement and evaluate a range of internal and external communications products and activities, including media releases, news articles, talking points, website and social content, and other print and digital products,
2. assist where required in the ongoing development and enhancement of the content on AFMA's websites: [www.afma.gov.au](http://www.afma.gov.au), [www.pzja.gov.au](http://www.pzja.gov.au) and AFMA's intranet,
3. contributing to the management of AFMA's social media accounts including content creation and monitoring,
4. assisting in the implementation of AFMA's involvement in events sponsorship and event participation, and
5. assisting in the delivery of reports to stakeholders, measuring communication activity.

Contact [Beth.Price@afma.gov.au](mailto:Beth.Price@afma.gov.au)

## **Department of Finance**

EL 1 Media and Engagement Manager

### **About the branch and section**

The Parliamentary and Corporate Engagement Branch provides advice and support to our ministers, the department and portfolio entities, manages Cabinet and parliamentary briefings and coordinates implementation of the Enhanced Commonwealth Performance Framework.

The Corporate Engagement section provides strategic communications advice and services for internal and external audiences, manages media related functions, provides web services including maintaining [www.finance.gov.au](http://www.finance.gov.au), Ministerial websites and the Finance intranet and is also responsible for corporate events in the Department.

### **About the role**

Finance's media manager is responsible for managing a range of media issues and enquiries, liaising with all levels of staff in the department, other departments and Ministers offices. The Media and Engagement Manager will be required to manage and deliver all media related duties including media enquiries and media monitoring related duties through the Stream platform. Working with the Corporate Engagement team, the Media and Engagement Manager will also lead team members to develop and implement communication including written communications, intranet updates and deliver events. The Media and Engagement Manager must have

a strategic focus, keeping in mind the department's broader strategic focus and maintain the department's reputation to a high standard.

Applicants should have demonstrated experience in media management and strategic communication roles.

If you are interested, we are keen to hear from you! Please email your CV to [tameena.jacob@finance.gov.au](mailto:tameena.jacob@finance.gov.au) by COB Friday 25 March.