

Definition

Is a public affairs practitioner who performs a range of normal public affairs work under general public affairs guidance and may perform novel, complex or critical public affairs work under public affairs supervision or directs public affairs activities in a small regional office of an agency.

Features

Staff at this level may be required to perform normal public affairs work where they are isolated from general public affairs guidance, e.g. because of remoteness of the functional work area.

Staff at this level are expected to exercise a degree of independent public affairs judgement, particularly in recognising and solving problems where principles and procedures need to be adapted or modified.

This level includes experienced Public Affairs Officers who have a good understanding of the information programs of the agency and can work on a range of promotional and information dissemination matters. They would contribute to the preparation of individual public affairs items and, within established guidelines, would plan their schedule of work. At this level information prepared is required to be of a standard appropriate for wide dissemination within Australia and/or abroad with a minimum of editing.

Persons at this level may work individually on projects, but some may head small public information teams in Central Office or in a regional office. Most are members of a team.

Editing the work of subordinates or outside contributors, including contractors, may be undertaken at this level.

Work at this level may include supervision of Public Affairs Officers Grade 1 together with general supervision of non Public Affairs Officer staff.

At this level persons are required to use VDTs in the creation and/or editing of editorial matter, including VDT applications, as appropriate, to design of art and copy layouts of material for visual communications such as books, pamphlets, brochures, film, video, photographic and audio visual presentations.

Staff at this level may also provide an advisory role up to the level of their expertise.

Typical Duties

The duties listed below are typical of this work level.

- Prepare and edit press releases, photographs with captions, creative artwork, film, radio and video programs for publication or presentation.
- Write and edit feature articles and other feature material, e.g. video/film commentaries and radio scripts.
- Prepare the first draft of speeches and other statements for Ministers and senior agency executives.
- Organise and arrange the production and marketing of a widely distributed publication(s), i. e. those that describe and promote the agency's goals and achievements.
- Direct information activities in a small regional office of an agency, including
 - o co ordinating the information and publication activities within the region;
 - o advising Central Office on information and publication activities throughout the region;
 - o evaluating and developing information and publication activities; supervising staff.
- Head a small information team responsible for a specific agency program.

- Liaise with all types of communication media, Government agencies, community groups and other relevant authorities on the contents of publications, agency participation in conferences and special events and on developments in areas of agency interest.
- Assist with public affairs coverage of visits to and within Australia by various VIPs (e.g. Royal Family, Heads of State, senior Ministers), including recording of events in writing, photographs and on film/video as appropriate. Travel abroad with VIPs as directed and record events in writing, photographs and on film/video as appropriate or as directed.