

## Definition

Is a senior public affairs practitioner who, under limited direction, is in charge of a specific public affairs program(s) in an agency.

or

Is a public affairs director who, under limited direction, directs public information activities in a large regional office of an agency with limited public information programs or in a regional office of an agency where the public information program(s) are particularly complex.

or

Is a public affairs director who, under limited direction, directs the public information activities at an overseas post where those activities are well developed.

or

Is a public affairs specialist who, under limited direction, undertakes particularly complex public affairs work in an agency.

## Features

Persons at this level are expected to have wide experience in public affairs, exercise considerable public affairs judgement, have a comprehensive knowledge of the relevant program(s) of the agency and possess the full range of Public Affairs Officer skills appropriate to the work being performed.

They perform a variety of novel, complex or critical public affairs work, either individually or as a leader or member of a team. Direction is provided in terms of a clear statement of overall objectives with limited direction as to work priorities.

Editing and supervising the work of subordinate Public Affairs Officers are normally features of positions at this level.

The work includes the formulation of public affairs policy advice and execution of public information programs in relation to one or more areas of an agency's operations for more senior Public Affairs Officer levels and may involve provision of such advice to senior executives in other agencies, the private sector and the wider community. Normally there is limited corporate impact at this level as advice is often reviewed.

In some circumstances, persons perform the role of team/project leader requiring the co ordination of the work of a number of Public Affairs Officers and/or other staff. The staff who are co ordinated need not necessarily be in the same work stream as the leader. Persons at this level may assist with overseeing the operations of a section comprising Public Affairs Officer and/or other staff engaged in public affairs work.

At this level the Public Affairs Officer may have supervisory or public affairs management responsibilities in an outposted or regional office position.

Where a person works as a member of a team, they would be expected to have skills and the experience necessary to perform or understand all the tasks undertaken by the team or to have public affairs knowledge and public affairs judgement to seek out and utilise specialist advice when it is required.

The duties of a Public Affairs Officer at this work level may cover all aspects of public relations, public communications, publicity and publications activities.

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

A public affairs specialist at this level would require substantial or higher knowledge in public affairs work and exercise independent public affairs judgement to undertake

particularly complex public affairs work ranging across several significant areas of an agency's operations as well as being in charge of, or undertaking, a specific program (e.g. marketing).

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.

## Typical Duties

The duties listed below are typical of this work level.

- Plan and supervise specific public affairs activities, including publications, presentations and public relations aspects of a major area of an agency's activities, including
  - o supervising and/or overseeing staff and/or contractors engaged in preparing and producing public information packages;
  - o assessing the impact of the program(s);
  - o preparing the more important publicity and public information material associated with the program(s);
  - o providing technical advice on public relations aspects of the program(s);
  - o maintaining liaison with media representatives, government and private sector organisations on highly sensitive or important issues;
  - o preparing the final drafts of speeches, media releases and promotional material for clearance.
- With limited Central Office direction, direct information activities in a large regional office of an agency with limited public information programs, including
  - o co ordinating the public information activities within the region;
  - o advising Central Office on public information activities throughout the region;
  - o evaluating and developing public information activities;
  - o supervising staff.
- Direct public affairs activities in a regional office of an agency where the public information programs are particularly complex, including
  - o co ordinating the public information activities within the region;
  - o advising Central Office on public information activities throughout the region;
  - o evaluating and developing public information activities;
  - o supervising staff.
- Direct the public information activities at an overseas post where those activities are well developed, including
  - o co ordinating information activities in the resident and, as appropriate, any neighbouring country;
  - o advising Central Office on information activities throughout the resident and, as appropriate, any neighbouring country;
  - o evaluating and developing public information activities;
  - o managing or assisting in the management of public affairs activities at an overseas office.
- As a public affairs specialist, advise management on policy aspects of a particular public information program(s), including preparation of plans for implementing/developing the program(s) and implementation of those plans.
- Liaise with VIPs in Australia and abroad and facilitate and/or record events in writing and/or photographs, or video and/or film as appropriate.