

Definition

Is a public affairs director who, under broad policy control and direction, directs the information activities of an agency with limited public information programs.

or

Is an assistant public affairs director who, under limited direction, undertakes comparable responsibilities in assisting a public affairs director at Senior Public Affairs Officer Grade 2 in the direction of information activities for an agency.

or

Is a public affairs director who, under broad policy control and direction, directs the information activities for a significant geographical area at an overseas post of an agency with extensive public information programs where those activities are well developed.

or

Is a public affairs director who, under broad policy control and direction, directs information activities in a large regional office of an agency with extensive public information programs.

or

Is a public affairs specialist who, under broad policy control and direction, undertakes particularly complex and novel public affairs work in an agency.

Features

Persons at this level are expected to have considerable experience in public affairs and to initiate and perform a wide range of tasks.

They work under broad or limited direction in terms of objectives, policies and priorities. The work has moderate corporate impact. Programs, projects, assignments or other work to be performed are generally decided by higher level management, but they have authority to decide on how to achieve end results within the limits of available resources. Decisions at this level may have direct consequences on the achievement of results for the function or group of activities for which the person is responsible.

Persons at this level contribute to the formulation of agency strategies and policies for the work area and require an understanding of the wider policy and strategic context.

The public affairs director is expected to apply considerable public affairs knowledge and public affairs judgement in one or more public affairs work streams. The Director need not necessarily be supported by higher level Public Affairs Officers. Those directing the information activities of an agency with limited public information programs may provide advice to management and/or Government committees on media liaison activities and/or the policy, planning and implementation of information activities. This may involve high level liaison with a range of Australian Public Service and other organisations.

A person at this level who assists the public affairs director may lead and direct an organisational element or team of Public Affairs Officers and other staff requiring coordination, and may be responsible for human, physical and financial resources under the control of the position. This may involve setting standards for and evaluating performance, interpreting policy relevant to the work area and may involve resolving problems that arise.

A public affairs specialist at this level exercises a high degree of independent public affairs judgement in the performance of particularly complex and novel public affairs work. They are required to exercise in depth public affairs knowledge in providing authoritative technical or policy advice ranging across key areas of an agency's operations.

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.

- Direct the information activities of an agency with limited public information programs, including
 - o planning and co ordinating public relations and publications programs;
 - o providing high level public relations advice to the Minister and senior management on issues of major policy, including advice on information needs, strategies and target groups;
 - o developing, implementing and reviewing major information policies, objectives and strategies of national significance involving high level liaison /consultation with client areas and with external organisations;
 - o planning and directing the activities of subordinate staff, controlling finances and ensuring correct procedures and practices are followed;
 - o clearing the final drafts of speeches, media releases and promotional material.
- As an assistant public affairs director, assist a Senior Public Affairs Officer Grade 2 in the direction of information activities in an agency, including
 - o directing a large and important component of the public affairs work;
 - o providing public relations plans for major agency activities and exercises;
 - o maintaining close liaison with the Minister's Office and other high level areas of the agency portfolio.
- Direct the information activities for a significant geographical area at an overseas post of an agency with extensive public information programs where those activities are well developed, including
 - o co ordinating the information activities within the geographical area;
 - o advising Central Office on information activities throughout the geographical area; evaluating and developing information activities;
 - o managing the public affairs activities of an overseas office.
- Direct information activities in a large regional office of an agency with extensive public information programs, including
 - o co ordinating the information activities within the region for dissemination;
- advising Central Office on information activities throughout the region;
 - o evaluating and developing information activities for dissemination abroad; supervising staff.
- As a public affairs specialist, undertake particularly complex and novel public affairs work.