

## Definition

Is a public affairs director who, under broad policy control and direction, directs the information activities of an agency with large public information programs or public information programs of extensive scope and complexity.

or

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

## Features

At this level a person is required to provide advice to agency management and/or Government committees on media liaison activities. This may involve high level liaison with a range of Australian Public Service and other organisations.

Responsibility at this level is exercised for

- a considerable number and/or a broad range of Public Affairs Officers as well as other non Public Affairs Officer staff; and/or
- a range of particularly novel, complex and critical information activities, e.g. media liaison, publications, promotional activities, internal liaison, electronic media, specific public awareness projects and identification of specific target groups.

Persons are expected to have extensive experience in public affairs and to perform a diverse range of tasks.

Persons work under broad direction in terms of objectives, policies and priorities. Their work has high 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 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 require a sound understanding of the wider policy and strategic context of the agency's operations to assess the effectiveness of public affairs activities undertaken.

The management role requires public affairs leadership and direction over subordinate staff, which may include supervisors, requiring considerable co ordination and responsibility for human, physical and financial resources under the control of the position. This involves setting standards for and evaluating performance, interpreting policy relevant to the work area and may involve resolving more complex or critical public affairs problems.

A public affairs specialist at this level exercises the highest degree of independent public affairs judgement in the performance of the particularly complex, novel and critical public affairs work. They are expected to provide definitive technical or policy advice which draws on extensive and in depth public affairs knowledge and comprehensive knowledge 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 which has public information programs of extensive scope and complexity, 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 and consultation with client areas of the agency and with external organisations;
- o planning and directing the activities of subordinate staff, controlling finances and ensuring correct procedures and practices are followed.
- As a public affairs specialist undertake particularly complex, novel and critical public affairs work.