



## Australian Embassy Beijing

<b>Agency</b>	Department of Foreign Affairs and Trade
<b>Location</b>	Australian Embassy, Beijing
<b>Position number</b>	BJ1-053
<b>Title</b>	Communications Manager
<b>Classification</b>	Locally Engaged Staff (LE6-1)
<b>Section</b>	Public Affairs and Cultural Section
<b>Reports to (title)</b>	Counsellor and First Secretary
<b>Status</b>	Ongoing, Full-time
<b>Gross Annual Salary</b>	RMB 340,916.33 (plus loading if applicable)
<b>Commencement date</b>	ASAP

### About the Australian Government's Department of Foreign Affairs and Trade

The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia's security, enhancing Australia's prosperity, delivering an effective and high quality overseas aid program and helping Australian travellers and Australians overseas.

The department provides foreign, trade and development policy advice to the Australian Government. DFAT also works with other Australian government agencies to drive coordination of Australia's pursuit of global, regional and bilateral interests.

### About the position

This position plays a key role in the Public Affairs team to promote and raise the awareness of Australia in the Chinese media and social media and maintain a positive image of Australia through organising communications, media and social media associated with public diplomacy and cultural events, senior visits and other key Embassy activities and cross-government initiatives.

This position also has the responsibility of providing Embassy officers with up-to-date information about the latest media developments in China and advice relating to media activities involving Chinese media outlets on various platforms.

The key responsibilities of the position include, but are not limited to:

- Provide Embassy officers with strategic media plans and advice on Chinese media engagement.
- Initiate, develop and maintain productive relationships with key Chinese media organisations, relevant Government bodies, social media platforms and Key Opinion Leaders (KOLs).
- Develop and implement social media strategies across WeChat, Weibo and other social media platforms.

- Oversee the production of content for the Embassy's website and other online platforms and promotional and advocacy materials for the Embassy.
- Develop and oversee the execution of the Ambassador's media engagement plan.
- Monitor and analyse trends in Chinese media and social media, including high level reporting on trends in media coverage relating to Australia and other relevant developments.
- Identify problems and opportunities for Australia in the social media landscape and develop strategies to address such issues in an effective and timely manner.
- Supervise the quality of Chinese-language materials and translation prepared by the Section.
- Represent the Embassy and/or Public Affairs and Culture Section at meetings, conferences or seminars.
- Liaise with DFAT Canberra regarding online protocols.
- Undertake informal interpreting, as required.

### **Qualifications/Experience**

- Tertiary qualifications, desirably in communications or media-related areas.
- A demonstrated ability to communicate with native or near-native fluency in both Mandarin and English (verbally and written), and strong abilities in both translation and interpreting.
- Demonstrated familiarity with public relations and public communications approaches.
- Demonstrated understanding of the Chinese media environment, including social media outlets and trends, and experience in dealing with Chinese media organisations and individuals to achieve positive and innovative PR outcomes.
- Demonstrated ability to work with limited direction; flexibility, adaptability and initiative; ability to prioritise a busy workload, work under pressure and to meet deadlines with close attention to detail.
- Demonstrated ability to supervise and manage staff and resources, including team-building skills, and the ability to counsel and develop staff effectively and efficiently.
- Demonstrated ability to communicate effectively orally and in writing, including effectiveness in negotiation, consultation, representation and contact building with internal and external counterparts.
- A strong network of existing Chinese media contacts relevant to the work of the Embassy.
- Familiarity with the Australian Government's foreign and trade policy goals, and knowledge of Australia.
- Knowledge of the Chinese arts and cultural scene is desirable.

### **Selection Criteria**

Applicants should address all six (6) of the selection criteria below, clearly outlining their claims and specific experience that makes them suitable for this position (maximum 300 word each criteria).

1. Demonstrated familiarity with public relations and communications approaches with five or more years work experience in communications, marketing or media-related areas.
2. In-depth knowledge of the Chinese media environment and understanding of social media platforms and their audiences.
3. Demonstrated ability to develop and evaluate media plans, campaigns, social media activities, and promotional materials.
4. Demonstrated ability to communicate effectively with native or near-native fluency in both Mandarin and English (verbally and written).
5. A team player with the knowledge and confidence to lead and guide other employees.

6. Familiarity with the Australian Government's foreign and trade policy goals, and knowledge of Australia.

### **What we offer**

- A diverse and inclusive workplace and attractive remuneration package.
- Exciting and fulfilling work in a diplomatic mission.
- The opportunity to work with strong, smart, visionary and experienced leaders who encourage and support you to develop your skills.

## **PREPARING YOUR APPLICATION**

### **Your application, written in English, should include:**

1. Curriculum Vitae (maximum 2 pages)

Please attach current curriculum vitae.

2. **Application for Locally Engaged Staff Employment - Complete Attachment A**

Locally engaged staff are employed by the local Australian mission on either an ongoing basis or short term (fixed term) temporary basis with mission specific terms and condition of employment. Please ensure that you have read the relevant terms and conditions of employment before submitting an application. The Embassy's Locally Engaged Staff Terms and Conditions of Employment can be requested via email to [beijing.hrrecruitment@dfat.gov.au](mailto:beijing.hrrecruitment@dfat.gov.au).

3. **Written Application - Complete Attachment B**

Applicants are required to demonstrate they meet the selection criteria by answering the questions in Attachment B. For each question, applicants should limit their response to 300 words. Appendix 1 provides useful information on how to structure your answer and ensure you address the selection criteria. Applications that do not address the selection criteria will not be considered.

Please email your application to [beijing.hrrecruitment@dfat.gov.au](mailto:beijing.hrrecruitment@dfat.gov.au) before **17:00 on Friday, 27 September 2019**. Applications received after the closing date and time will not be considered.

For further information about this position, please contact [beijing.hrrecruitment@dfat.gov.au](mailto:beijing.hrrecruitment@dfat.gov.au).

Please note that only applicants short-listed for interview will receive a written reply. If you have not received any communication from the Human Resources Section of the Australian Embassy within four weeks after the close of application, please consider your application unsuccessful. Thank you for your understanding and your interest in working at the Australian Embassy in Beijing.

## ATTACHMENT A:

# APPLICATION FOR LOCALLY ENGAGED STAFF EMPLOYMENT

Locally engaged staff are employed by the local Australian mission on either an ongoing basis or short term (fixed term) temporary basis with mission specific terms and condition of employment. Please ensure that you have read the relevant terms and conditions of employment before submitting an application.

### POSITION APPLYING FOR

Position number: Title: LE level:

### PERSONAL INFORMATION

Title: First Name: Last Name:  
Primary contact number: Alternate contact number:  
Address line 1 (*street no. and name*):  
Address line 2 (*apt*):  
City: State: Country: ZIP / Postal code:  
Primary email address: @  
Alternate email address: @  
Are you eligible to work in the country in which you are applying for a position? Yes No  
*Note: To be eligible to work in this country you should be a citizen, hold or be able to obtain an appropriate working visa.*  
Citizenship(s) *for security designated position only - include all:*  
How did you hear about the vacancy?

### PREVIOUS AUSTRALIAN GOVERNMENT EMPLOYMENT

Have you ever been employed by the Australian Government, either in Australia or overseas. Yes No  
If yes, please provide the details  
If yes, did you ever receive a redundancy or other payment benefit?

### REFERENCES

Please provide the names and email addresses of two work-related referees whom we can contact. Both referees should be able to comment on your work performance.

#### REFEREE 1

Title: First Name: Last Name:  
Organisation: Position title:  
Relationship to applicant / years of relationship:  
Contact number: Email address: @

#### REFEREE 2

Title: First Name: Last Name:  
Organisation: Position title:  
Relationship to applicant / years of relationship:  
Contact number: Email address: @

### APPLICANT'S STATEMENT

The above information, to the best of my knowledge, is true and correct. I consent to the mission collecting and using information, and to relevant employers / supervisors disclosing information, in relation to my work performance and conduct for the purpose of assessing my suitability to carry out the duties of the position I have applied for, and suitability for employment. I understand that misstatements or omissions in my disclosures may result in a failure to hire or immediate discharge if they are discovered.

Accept Name Date

## Attachment B: Written Application

1. Demonstrated familiarity with public relations and communications approaches with five or more years work experience in communications, marketing or media-related areas.

*Enter your response here (maximum 300 words)*

2. In-depth knowledge of the Chinese media environment and understanding of social media platforms and their audiences

*Enter your response here (maximum 300 words)*

3. Demonstrated ability to develop and evaluate media plans, campaigns, social media activities, and promotional materials.

*Enter your response here (maximum 300 words)*

4. Demonstrated ability to communicate effectively with native or near-native fluency in both Mandarin and English (verbally and written).

*Enter your response here (maximum 300 words)*

5. A team player with the knowledge and confidence to lead and guide other employees.

*Enter your response here (maximum 300 words)*

6. Familiarity with the Australian Government's foreign and trade policy goals, and knowledge of Australia.

*Enter your response here (maximum 300 words)*

## APPENDIX 1: Addressing the Selection Criteria

The duty statement or role description will help you understand the responsibilities and tasks required in the job. The selection criteria describes the personal qualities, skills, abilities, knowledge and qualifications (if any) a person needs to perform the role effectively.

The Embassy's selection team will assess the responses of all applicants to each criterion. From time-to-time this will be enough to identify the right person for the role. More commonly though, this process creates a shortlist of applicants suitable to move to the next stage—usually an interview.

It is essential to respond to each criterion, writing at least one to two paragraphs explaining how you have demonstrated the particular skill or quality. Provide relevant examples from your work, study or community roles. Be clear and to the point. If a word or page limit is set, make sure you stick to it, and edit your responses for grammar, spelling and punctuation.

It is important to provide evidence to back up your claims. Where possible use actual examples of what you have done, how well you did it, what you achieved, and how it relates to the requirements of the job. The **STAR model** can help you form your answer.

### What is the STAR model?

The STAR model is one way of presenting information against selection criteria. For each criterion think about the following and use these points to form sentences:

**Situation** - Set the context by describing the circumstance where you used the skills or qualities and gained the experience.

**Task** - What was your role?

**Actions** - What did you do and how did you do it?

**Results** - What did you achieve? What was the end result and how does it relate to the job you are applying for?

### How do I address the selection criteria?

The most important aspect of addressing selection criteria is to provide evidence through relevant examples. Support your claims with actual, specific examples of what you have done and how well you did it. The following steps provide guidance on how to address selection criteria.

#### *Step one –Understand the selection criteria*

As an example, take *written communication skills*. The associated selection criterion could be:

*'Well developed written communication skills. This includes the ability to:*

- *structure written communications such as reports to meet the needs and understanding of the intended audience;*
- *express opinions, information and key points of an argument clearly and concisely; and*
- *write convincingly in an engaging and expressive manner'.*

It is important that you clearly understand what is meant by each selection criterion before drafting a response. Your application itself may also be used to assess this criterion.

### *Step two – Opening sentence*

Begin each selection criteria with an opening sentence that clearly states your claim to this criterion. For example:

‘I possess strong written communication skills, which I have developed over the course of my career.’

Support the statement with detailed examples of where you demonstrated these skills. The following steps will help you to provide a structured, easy-to-understand response.

### *Step three – Brainstorm ideas for each criterion*

For each selection criterion, brainstorm ideas from your recent work life. Ideally, confine your examples to the last two or three years of employment, or other relevant examples (e.g. study, community participation). At this stage, it is useful to generate as many examples as possible.

### *Step four – Expand on your brainstorming ideas and provide the evidence*

Expand on these points from step three. Go back to each criterion and choose which examples to use, by matching them against the wording of the criterion. Once you have finalised your examples, you need to demonstrate how they meet the different aspects of the criterion. Be specific and describe exactly what you did, including the outcome, to demonstrate convincingly that you have met the requirements of each criterion. Here, the STAR method described earlier can be used. For example:

**Situation** – role as Research Support Officer

**Task** – needed to ensure that managers were kept informed of policies and procedures

**Action or approach** – initiated monthly newsletter, which was emailed to each manager. Took responsibility for writing the main articles. This involved obtaining ideas and input from other stakeholders to ensure that the articles reflected managers’ needs (in terms of content and language)

**Result** – led to improved lines of communication between managers and the Research Support Unit. Feedback was consistently excellent. Received divisional achievement award for newsletter quality.

Once this has been achieved, you can then write the draft paragraph in full. For example:

As Research Support Officer, I needed to ensure that managers were kept informed of policies and procedures. To do this, I initiated a monthly newsletter, which was emailed to each manager. I took responsibility for writing the main articles in each publication. This involved obtaining ideas and input from other stakeholders to ensure that the articles reflected the needs of managers, both in terms of content and language. I received consistently excellent feedback in relation to this newsletter from these internal clients and my own manager. I received a divisional achievement award for the quality of this newsletter from management. Importantly, this initiative resulted in improved lines of communication between managers and the Research Support Unit.

Remember to use only one or two of your strongest examples to respond to the selection criteria.

### *Step five – checking work*

At this stage, you should read through your application, and check the following points:

- a) Have I been honest? Your responses should reflect an accurate picture of your role and achievements.
- b) Have I used positive and specific language? Avoid ambiguous or unclear expressions such as *'involved in'* or *'assisted'* as it makes it difficult to understand exactly what you did. Words and phrases which could reduce credibility should also be avoided (e.g. some, a little, limited, somewhat).
- c) Have I used strong action (doing) words? Avoid using passive language. For example, *'I received consistently excellent feedback in relation to this newsletter from these internal clients and my own manager'*, is better than simply stating, *'Feedback in relation to this newsletter was consistently excellent'*.
- d) Have I avoided unsupported claims about my capabilities? For example, rather than simply saying, *'The newsletter was received well by others'*, this assertion is substantiated in the following way: *'I received a divisional achievement award from management for the quality of this newsletter'*.
- e) Have I addressed all aspects of the criterion? It is important that you go back to the wording of the particular selection criterion. In the example provided, it is clear that the content refers mainly to the first descriptor, *'structure written communications to meet the needs and understanding of the intended audience'*. To make a full statement against the criterion, *'well developed written communication skills'*, it would be necessary to address the remaining two descriptors in additional paragraphs.
- f) Have I paid attention to the language of the criterion? For example, writing a response to the criterion *'well developed written communication skills'* requires a focus on actual experiences and the degree of skill in this area. However, if the criterion was phrased *'knowledge of effective written communication skills and techniques'*, this would require different examples which do not necessarily rely on describing actual performance in the workplace.