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| **Agency** | Department of Foreign Affairs and Trade |
| **Location** | Australian Embassy, Beijing |
| **Position Number** | BJ1-045 |
| **Position Title** | Public Diplomacy Manager |
| **Classification** | LE6.1 |
| **Section** | Public Affairs Section |
| **Reports to (title)** | Counsellor, Public Affairs and Culture |
| **Status** | On-going, Full-time |
| **Gross Annual Salary** | RMB 410,537.40 (plus loading if applicable) |

**About the Department of Foreign Affairs and Trade (DFAT)**

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**

The Public Diplomacy Manager plays a key role in the Australian Embassy, managing a team of 3-4 local staff to ensure high quality planning, implementation and evaluation of public diplomacy programs. The Public Diplomacy Manager manages program and event budgets, as well as managing sponsorship outreach and internal and external stakeholder relations.

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

* Lead the development, implementation and evaluation of the Embassy’s public diplomacy strategy and programs
* Lead a team of 3-4 local staff members and provide training and development to achieve high-quality outcomes and manage public diplomacy and alumni resources in an effective and accountable way, including overseeing budgets
* Develop budgets and procurement agreements, and manage vendor/sponsor relationships, including effective contract management
* Initiate, develop and strengthen strategic relationships across a broad range of senior cultural and commercial stakeholders to support public diplomacy objectives
* In collaboration with the Alumni Manager, oversee the planning, development and implementation of activities to engage with Australian alumni and integrate into public diplomacy programs
* Prepare high-level reports and cables on the outcomes of the Embassy’s cultural programs, public diplomacy initiatives and events, and monitor and report on broad developments in both the Australian and Chinese cultural sectors
* Monitor and evaluate outcomes of public diplomacy programs including preparation of an annual report on all programs
* Represent the Embassy and/or Public Affairs and Culture Section at meetings, conferences or seminars

**Required Qualifications/Experience/Knowledge/Skills**

* Tertiary qualifications, desirably in humanities, arts or arts management
* Extensive experience in a relevant area, including public diplomacy, cultural management, event management, government management
* 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, develop and manage staff and resources 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
* Well-developed ability to develop and maintain a wide range of internal and external stakeholders
* Proven ability to develop programming and coordinate and deliver well-organised events
* Knowledge of Australia, China and the Australian & Chinese arts and culture scene desirable

## What the Australian Embassy offers

* Attractive remuneration package that includes performance bonuses, additional insurance coverage, 14 public holidays and generous leave provisions.
* A secure workplace which priorities employee safety, and a diverse and inclusive workplace is actively promoted.
* Opportunity to work in a diplomatic mission and interact with colleagues from a broad range of interesting areas.
* Opportunity to learn new skills and meet unique challenges.

**How to Apply**

Your application, written in English and addressed in the title “**Application for Public Diplomacy Manager**”, must include:

* Curriculum Vitae (maximum 2 pages)
* Application for Locally Engaged Staff Employment (please see Attachment A)
* Maximum 500 words pitch (further instructions below)

Please email your application to **beijinghrrecruitment@dfat.gov.au** **before 17:00 on Sunday, 28 September 2025**. Applications received after this time will not be considered.

For further information about this position, please contact [**beijinghrrecruitment@dfat.gov.au**](mailto:beijinghrrecruitment@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, Beijing.

**Attachment A: Application for Locally Engaged Staff Employment**

Position you are applying for: Date available for work**:**

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| **PERSONAL INFORMATION** | | | | | |
| Title: | | Last Name: | | | First Name: |
| Email Address: | | Contact Number: | | | Citizenship(s) |
| 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)* | | | | | |
| How did you hear about the vacancy?  Website of the Australian Embassy  WeChat account of the Australian Embassy  Website of Beijing Diplomatic Service BureauOthers (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | |
| **PREVIOUS AUSTRALIAN GOVERNMENT EMPLOYMENT Yes  No** | | | | | |
| Have you ever been employed by the Australian Government, either in Australia or overseas?  If yes, please provide the details.  If yes, did you ever receive a redundancy or other payment benefit? | | | | | |
| **HAVE YOU EVER BEEN RESIGNED FROM EMPLOYMENT, OR BEEN TERMINATED BY YOUR EMPLOYER, DUE TO**  **MISCONDUCT, FRAUD OR POOR PERFORMANCE Yes  No** | | | | | |
| If yes, please provide the details. | | | | | |
| **HAVE YOU EVER BEEN CONVICTED OF A CRIME OR HAVE A CRIMINAL RECORD Yes  No** | | | | | |
| If yes, please provide the details. | | | | | |
| **DO YOU HAVE ANY CONFLICTS OF INTEREST THAT COULD, OR COULD BE SEEN TO INFLUENCE YOUR ABILITY TO WORK FOR THE AUSTRALIAN EMBASSY Yes  No** | | | | | |
| If yes, please provide the details. | | | | | |
| **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: | |
| Organization: | | | Position Title: | | |
| Relationship to Applicant | | | Years of Relationship: | | |
| Contact Number: | | | Email Address: | | |
| **REFEREE 2** | | | | | |
| Title: | First Name: | | | Last Name: | |
| Organization: | | | 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: | | | | | |

**Guidance for your 500 words pitch**

Your 500 words pitch should be compelling and convincing. It is a chance to tell the panel why you are the right person for the job. The panel wants to know why you are interested in the role, what you can offer DFAT, and how your skills, knowledge, experience and qualifications are applicable to the role. It should be **a maximum 500 words (12 font).**

• Say what you did (actions) and the result (outcomes)

• Use practical and substantiated outcomes

• Show your resilience and adaptability

• Highlight your strengths and interests

• Don’t assume the panel knows you or your work

• Make it appealing and interesting e.g. demonstrate how you ‘solved a difficult issue’

• Stick to the point – quality not quantity

• Use the word limit wisely

• Don’t repeat what’s already in your CV

• Ensure you check the spelling before you submit your application