

**Australian Embassy, Beijing**

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| **Agency** | Department of Foreign Affairs and Trade (DFAT) |
| **Location** | Australian Embassy, Beijing |
| **Title** | Public Diplomacy Manager |
| **Position number** | BJ1-045 |
| **Classification** | LE6-1 |
| **Section** | Public Affairs and Culture |
| **Reports to (title)** | Cultural Counsellor |
| **Status** | Ongoing, Full-time |
| **Gross Annual Salary** | RMB340,916 (plus loading if applicable) |
| **Commencement date** | ASAP |

## About the Australian Government’s Department of Foreign Affairs and Trade (DFAT)

The Australian Embassy in Beijing is part of the Department of Foreign Affairs and Trade (DFAT). The role of DFAT is to advance the interests of Australia and Australians internationally, including to grow and diversify trade and investment, to enhance an understanding of China in Australia, to contribute to regional and global integration, to build links between Australia and China and to help Australians in China.

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.

The Australian Government is also represented by Consulates-General in Shanghai, Guangzhou, Chengdu, Shenyang and Hong Kong, and has Austrade offices in Wuhan and

Shenzhen.

Please visit DFAT’s official website <https://www.dfat.gov.au/> for further information

**About the position**

The Public Diplomacy Manager plays a key role in the Australian Embassy, managing a team 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 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, taking into account the move to online programming in the current environment
* Lead a team to achieve high-quality outcomes and manage public diplomacy and alumni resources in an effective and accountable way, including overseeing budgets
* Develop sponsorship agreements and manage sponsor relationships, including effective contract management
* Develop and strengthen strategic relationships across a broad range of senior cultural and commercial stakeholders to support public diplomacy objectives
* Oversee the planning and implementation of activities to engage with Australian alumni and integrate into public diplomacy programs
* Prepare 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

**Qualifications/Experience**

* Tertiary qualifications, desirably in humanities, arts or arts management
* At least five years’ work 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 relevant contacts and stakeholders
* Proven ability to develop programming and coordinate and deliver well-organised events
* Knowledge of Australia and the Australian arts and cultural scene desirable
* Knowledge of the Chinese arts and cultural scene desirable

**Selection Criteria**

Applicants should address all five (5) of the selection criteria below, clearly outlining their claims

and specific experience that makes them suitable for this position (maximum 250 words each

criteria)

1. Demonstrated familiarity with arts and cultural programming with at least five years work experience in a relevant area, including public diplomacy, cultural management, event management or government relations
2. Demonstrate the ability to create, implement and evaluate public diplomacy strategy, activities and programs
3. Display an in-depth knowledge and understanding of cultural programs in Australia and or China
4. Fluent English language with excellent writing skills; Mandarin desirable but not essential
5. A team player with a high standard of professionalism and ethical conduct and with the experience and confidence to lead, manage and guide other team members

**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.

1. **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 conditions 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).

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

Applicants are required to address the selection criteria in Attachment B. For each criterion, applicants should limit their response to 250 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, 16 July 2021.** 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:**



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 number:

Title:LE level:



Title:

First Name:

Last Name:

Primary contact number: Alternate contact number: Address line 1 *(street no. and name)* :

Address line 2 *(apt)* :

City:

Primary email address: Alternate email address:

State:

Country:

ZIP / Postal code:

@

@

Are you eligible to work in the country in which you are applying for a position?

*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?



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?

Yes No

Yes No

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.



Title:

First Name:

Last Name:

Organisation:

Relationship to applicant / years of relationship: Contact number:

Position title:

Email address: @

Title:

First Name:

Last Name:

Organisation:

Relationship to applicant / years of relationship: Contact number:

Position title:

Email address: @

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: Selection Criteria**

1. Demonstrated familiarity with arts and cultural programming with at least 5 years work experience in a relevant area, including public diplomacy, cultural management, event management, government relations

*Enter your response here (maximum 250 words), making sure to address as many selection criteria as possible.*

1. Demonstrate the ability to create, implement and evaluate public diplomacy strategy, activities and programs

*Enter your response here (maximum 250 words), making sure to address as many selection criteria as possible.*

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1. Display an in-depth knowledge and understanding of cultural programs in Australia and or China

*Enter your response here (maximum 250 words), making sure to address as many selection criteria as possible.*

1. Fluent English language with excellent writing skills, Mandarin desirable but not essential

*Enter your response here (maximum 250 words), making sure to address as many selection criteria as possible.*

5. A team player with a high standard of professionalism and ethical conduct and with the experience and confidence to lead, manage and guide other team members

*Enter your response here (maximum 250 words), making sure to address as many selection criteria as possible.*

**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:

1. Have I been honest? Your responses should reflect an accurate picture of your role and achievements.
2. 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).
3. 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’*.
4. 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’*.
5. 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.
6. 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.