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| **Agency** | Department of Foreign Affairs and Trade |
| **Location** | Australian Embassy, Beijing |
| **Position Number** | BJ1-032 |
| **Position Title** | Senior Cultural Relations Officer |
| **Classification** | LE5 |
| **Section** | Public Affairs Section |
| **Reports to (title)** | Counsellor, Public Affairs & Culture |
| **Status** | Ongoing, Full-time |
| **Gross Annual Salary**  | RMB 248,953.20 (plus loading if applicable) |

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

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

**About the position**

The position is based in the Public Affairs (PA) Section at the Australian Embassy in Beijing. The activities and programs of PA are underpinned by DFAT's Public Diplomacy Strategy. The Senior Cultural Relations Officer develops and implements, with a high degree of autonomy, post's strategies and programs across a broad range of cultural sectors. The position leads on providing advice to relevant Australian agencies on their engagement strategies and funding decisions in relation to cultural affairs, with a primary focus on Australian film.

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

*Public Diplomacy*

* Provide expert advice to Australian arts and culture institutions, festivals, foundations, companies and venues on strategies to develop long-term, sustainable relationships and programs in China.
* Identify, develop and implement public diplomacy initiatives that project a positive, accurate and contemporary image of Australia, managing initiatives from conception to completion.
* Prepare high-level communications strategies and publicity materials for Embassy events and initiatives, including for promotion via social media, and report on these outcomes.
* Assist with managing project budgets, including managing financial reconciliations in accordance with departmental guidelines and procedures.
* Develop, manage and maintain relationships, negotiate and liaise across a broad range of stakeholders to provide an effective Australian contribution on government including with external contractors, including photographers and videographers and/or lead on photography and videography of events as required.
* Represent and promote the interests of Australia at a range of forums, events and meetings and provide advice on Australian participation, operational and policy issues and prepare reports summarising key points
* Assist with subtitling video content and/or manage outsourcing of subtitling.

*Social media*

* Support the Embassy’s Communications Strategy and implementation of a creative social media campaign to advance Australia’s interests and strengthen engagement
* Develop written material (usually in Chinese) for the Embassy’s social media engagement and platforms, including planning, creating, and posting relevant and varied content on the Embassy’s website and social media platforms that engage a greater audience, promote accurate and positive views of Australia, and expand Embassy followers
* Monitor, research and analyse relevant social media, and media reports, identify cultural developments and emerging issues and provide high level reports on key issues relating to Australia’s interests to maximise public diplomacy opportunities.
* Edit videography for website and social media platforms.

**Qualifications/Experience/Capabilities**

* At least 2 years’ experience in at least one of the following -
1. Film industry
2. Event/project management
3. Public affairs/communications in a government or large international organisation
* Experience producing social media content in both English and Mandarin
* Highly developed conceptual, research and analytical skills – qualitative and quantitative –and an ability to show initiative and apply sound judgement
* Strong organisational skills, ability to work well under pressure, prioritise and meet deadlines, offer solutions and take on multiple tasks in a team environment
* Strong communication skills, with fluency in both spoken and written English and Chinese and high-level interpretation and translation skills
* Project management experience - including ability to build strong professional relationships with all stakeholders
* Demonstrated ability to work as part of a busy and diverse team, with initiative and minimal supervision, apply sound judgement and innovation
* Experience working in diverse environments

*Desirable*

* Photography and videography skills
* Highly developed understanding of Australian film industry
* Tertiary qualifications in a relevant field

**Selection Criteria**

* Demonstrated experience in managing complex cultural and other events and projects from concept to completion, and engaging relevant stakeholders effectively.
* Demonstrated knowledge and professional experience of the Chinese and/or Australian arts and cultural industries, particularly film, including strong credible professional networks.
* Proven ability to communicate effectively, orally and in writing, in Chinese and English.
* Ability to organise and prioritise complex workloads and budgets so as to complete given projects and assignments in a timely and cost-effective manner.
* Proven ability to work as part of a team, in a high-pressure environment.

## What the Australian Embassy offers:

* Attractive remuneration package that includes performance bonuses, additional insurance coverage, 14 public holidays and generous leave provisions
* Safe and secure workplace where safety of employees is a high priority 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, should include:

* Curriculum Vitae (maximum 2 pages)
* Application for Locally Engaged Staff Employment (please see Attachment A)
* Selection Criteria Statement (Please see Attachment B)

Applicants are required to address the selection criteria by completing Attachment B. For each criterion, applicants should limit their response to 250 words. Appendix 1 provides useful information on how to 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** **before 17:00 on Thursday, 17 November 2022**. Applications received after this time will not be considered.

Applications must be in either Microsoft Word or PDF format, with a maximum email size of 3MB.

For further information about this position, please contact **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, 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?  |
| **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? |
| **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 discoveredAccept: Name: Date: |

**Attachment B: Selection Criteria Statement**

* Demonstrated experience in managing complex cultural and other events and projects from concept to completion, and engaging relevant stakeholders effectively.

*Enter response here (maximum 250 words)*

* Demonstrated knowledge and professional experience of the Chinese and/or Australian arts and cultural industries, particularly film, including strong credible professional networks.

*Enter response here (maximum 250 words)*

* Proven ability to communicate effectively, orally and in writing, in Chinese and English.

*Enter response here (maximum 250 words)*

* Ability to organise and prioritise complex workloads and budgets so as to complete given projects and assignments in a timely and cost-effective manner.

*Enter response here (maximum 250 words)*

* Proven ability to work as part of a team, in a high-pressure environment.

*Enter response here (maximum 250 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:

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.