

A NEW OUTLOOK FOR YOUR CAREER



Australian Government
Bureau of Meteorology

Media & Communications Manager EL1

JOB REFERENCE NUMBER	3046 (Darwin), 2021 (Perth), 8023 (Sydney)
CLASSIFICATION	Executive Level 1 (Senior Officer Technical Grade C)
GROUP	Community Services
PROGRAM	Decision Support Services
LOCATION	Darwin, Perth, Sydney
STATUS	Non-ongoing, Specified Task
WORKING HOURS	Full time
SALARY RANGE	\$98,209 - \$110,630, plus an additional 15.4% superannuation
CLOSING DATE	11:30 pm AEST/AEDT Sunday, 11 October 2020
START DATE	ASAP
END DATE	WA – for a period of 6mths with the possibility of extension NT – for a period of 12mths with the possibility of extension NSW – for a period of 9mths with the possibility of extension
APPLICANTS	Australian Citizenship – see Eligibility Requirements
CONDITIONS	N/A



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CONTACT OFFICER	Brooke Leung Brooke.Leung@bom.gov.au








ABOUT US

The Bureau of Meteorology is one of the few organisations that touches the lives of all Australians and the country as a nation, every day. The Bureau works across Australia and remote islands, providing services from the Antarctic to beyond the equator, and from the Indian Ocean to the Pacific.

We are Australia's national weather, climate and water agency. We operate under the authority of the *Meteorology Act 1955* and the *Water Act 2007*, in the Agriculture, Water and Environment portfolio of the Australian Government. We provide data, information, knowledge, insight and wisdom to help Australians prepare and respond to the realities of their natural environment, including droughts, floods, fires, storms, tsunamis and tropical cyclones.

Through regular forecasts, warnings, monitoring and advice, we provide one of Australia's most fundamental and widely used public services. Our products and services include observations, forecasts, analysis and advice, covering Australia's atmosphere, water, oceans and space environments. We undertake focussed scientific research in support of our operations and services.

We pride ourselves on our strong relationships with our customers, partners and stakeholders in Australia. This includes the Australian community, the emergency services sectors, all levels of government and focus sectors including aviation, agriculture, energy and resources, and national security.

<p>Our vision is...</p> <p>To be an organisation of global standing, that is highly valued by the community for our pivotal role in enabling a safe, prosperous, secure and healthy Australia.</p>	<p>to achieve our mission...</p> <p>To provide trusted, reliable and responsive weather, water, climate and ocean services for Australia – all day, every day.</p>	<p>by focussing on...</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Impact and value </div> <div style="text-align: center;">  Operational excellence </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  Insight and innovation </div> <div style="text-align: center;">  The Bureau way </div> </div>
<div style="display: flex; align-items: center;">  <p>To contribute to a future with zero lives lost through natural hazards</p> </div>		<p>To contribute to a 2022 with \$2 billion of added social and economic impact and value to the Australian community</p>



WORKING AT THE BUREAU

The Bureau represents a dynamic and exciting opportunity. A role with the Bureau involves:

OUR WORK	OUR PEOPLE	OUR ENVIROMENT	OUR EXPERIENCE
Purpose-driven impactful work that brings real benefit to the Australian Community, businesses and industry.	A deeply passionate and highly skilled workforce that continuously challenges the status quo to achieve greater impact and experiences for our colleagues and customers.	A world class organisation with excellent workplaces in great locations, access to cutting-edge technology and a safe and inclusive environment for everyone.	A commitment to professional development and growth, backed by clear career pathways and training opportunities, and complimented by a competitive remuneration package.

POSITION OVERVIEW

The Bureau of Meteorology is undergoing a significant transformation to deliver a more customer centric, unified and resilient national operation. This is an exciting new strategic direction for the Bureau which will transform the way we deliver services to Australian communities.

The future operating model for the Bureau will create new career pathways and enhance our culture to empower our people to learn and grow.

This group is comprised of Decision Support Services (DSS), Environmental Prediction Services (EPS), and National Production Services (NPS) which have been configured to enable scalable, national and resilient services. The DSS program will lead customer engagement within the Community Services Group with an overarching mission to deliver tailored, relevant and timely information to enable better decision making.

The DSS program is characterised by its shared understanding of the impact that weather, water, climate and oceans have on the decisions Bureau customers make every day.

Operating with a national capability, the program will be accountable for leading engagement with the Australian community and the emergency management sector. This will be delivered by two dedicated teams: Community Engagement (CE) and Hazard Preparedness & Response (HPR)

The primary focus of the CE team will be to collaborate across NPS and EPS Programs to ensure a consistent, coherent narrative is developed and communicated and messages are tailored for local and regional audiences. This will span all contexts, including benign weather, during planned communication initiatives, and most importantly, during extreme weather events.

The Media and Communications Managers (MACMs) are responsible for leading and supporting the timely planning and implementation of state-based stakeholder engagement, media communication strategies and campaigns.

Reporting to the State Media and Engagement Manager, this role functions autonomously and across states and territories within Australia to provide additional support when required.

To ensure resilience across the enterprise, DSS, NPS, EPS functions are connected through national coordination, integration and planning. This is critical during periods of peak workload, such as concurrent or extended high impact weather events. During severe weather events, this team is expected to undertake extended working hours as directed.



ROLE RESPONSIBILITIES

The MACM will provide services that connect seamlessly and coherently within the Bureau's national footprint. This role will provide professional and timely media, communications and issues management guidance whilst providing strategic operational advice and support to Bureau staff. This extends to the demonstration of how elements fit together and contribute to higher-level goals of relevant Group Plans and the Bureau Strategy 2017-22.

You will work with the Public Services Transformation (PST) Program to support and deliver the phased transformation from the National Operations state and territory based operating model to the CSG national delivery model. During this time, you will maintain consistent collaboration with your peers and demonstrate a high level of cooperation and innovation across DSS, NPS, EPS, the Communication Program, the Enterprise Services Group (ESG) and the wider Bureau.

This role will coordinate, prepare and deliver responses to media and other stakeholder groups, including industry sectors, regarding the Bureau's programs. This includes products and services with input from our technical specialists and other Bureau staff as required.

A key deliverable of this role will be to champion new ways of working in communicating and engaging directly with internal and external stakeholders to build, nurture and grow relationships. Your leadership style will reflect a pragmatic response to ensure operations are collaborative, responsive and built on the principles of innovation and continuous improvement. This includes the implementation of lessons learned from post event reviews.

You will develop and maintain your own expertise as a people centred leader and agile communicator whilst demonstrating a thorough understanding of development of operational response plans, risk assessment and impact analysis. As an adaptive leader you will help shape, design and implement the future ways of working.

During severe weather events, you will be committed to supporting the Bureau and our customers outside the scope of standard working hours. You will lead the provision of operational support to the Bureau at peak times by developing and disseminating communication, educational and community awareness collateral to support the preparation, integration and distribution of technical and other information to priority stakeholders, including Bureau staff, the media, local, state and federal government agencies and industry sectors.

In this role you are expected to comply with all Bureau work, health and safety policies and procedures, and taking reasonable care for your own health and safety and that of employees, contractors and visitors who may be affected by your conduct.



A day in this role might include...	To be successful in the role, you will display...
<ul style="list-style-type: none">• Leading the Bureau's state-based media and communication functions in your state or territory.• Maintaining an awareness of the daily weather status and / or unfolding severe weather events.• Leading multi-disciplinary incident communications teams during high impact weather events.• Collaborating deeply across programs (in particular, CSG and ESG) or the wider Bureau to coordinate customer engagement activities and achieve the Bureau's strategic objectives.• Leading customer-driven, strategically innovative product and process management of Community Engagement services.• Proactively engage key customers, partners and stakeholders to facilitate the effective marketing and update of the Bureau's information, products and services.• An enduring and systematic bias to action in support of the Bureau's Workplace Health Safety and Environment (WHSE) and diversity and inclusion initiatives.	<ul style="list-style-type: none">• Experience in, and a dedicated curiosity about, the impacts of the evolving weather, flood, ocean and climate landscape.• Exceptional leadership and communication skills.• Extensive experience in leading multidisciplinary and geographically dispersed teams, and a commitment to cross team collaboration.• Excellent verbal and written skills with a demonstrated capability in external facing communication activities.• Relevant experience in complex and dynamic operational environments.• A commitment to the development of strong relationships with internal and external stakeholders and customers.• Ability to excel in high pressure, complex and dynamic operating environments such as during severe weather events.• A willingness to respond in an agile way when required to work alternate hours or travel interstate at short notice as events required.



SELECTION CRITERIA

The Bureau encourages applications from all suitably qualified candidates. Applications will be considered based on alignment with selection criteria, which has been matched to the APSC Work Level Standard (WLS) and the Integrated Leadership (ILS) for EL1 positions.

Core capabilities – Media and Communications Manager

Delivering to Customers

- Delivers tailored communications and services to customers, partners and stakeholders.
- Adapts communications style, format and channel to meet audience needs.
- Negotiates and liaises with internal and external stakeholders to ensure positive outcomes.
- Manages complex customer relationships, including effectively managing customer expectations.

Communicates with Influence

- Communicates with clarity and authority to colleagues, key customers, partners and stakeholders.
- Listens, understands and adapts communication style to suit messages, audiences and situations.
- Translates and adapts scientific or technical information to meet customer needs.
- Excellent verbal, written and presentation skills.
- Proven ability to convey complex and technical material in a way that is accessible to diverse audiences.

Collaboration

- Leads operational collaboration, harnessing knowledge and expertise from across the Bureau.
- Establishes and nurtures productive, working relationships with colleagues, customers and partners.
- Encourages team cooperation, collaboration – a role model for the Bureau Way.
- Values diversity in teams and individuals, and coaches, mentors and develops people.

Management Expertise

- Demonstrates a strong results orientation with a bias to action, fostering a culture of personal accountability.
- Works independently and enables staff to deliver quality outputs and tasks as needed.
- Builds a high performing team by coaching and mentoring, resolving conflict and encouraging career development.

Resilience and Innovation

- Is able to demonstrate self-awareness and a commitment to personal development.
- Demonstrates unwavering professionalism, resilience and personal courage.
- Shows agility and adaptability and takes personal accountability for delivering outcomes.
- Commits energy and drive to see that goals are achieved.
- Continuously evaluates work processes, seeking out new and innovative ways to deliver outcomes.



MERIT POOL

The selection process will establish a merit pool that may be used to fill similar positions within 12 months.

MANDATORY REQUIREMENTS

An associate diploma from an Australian educational institution, or a comparable overseas qualification, which is appropriate to the duties; OR

Relevant experience and training, which enables the employee to competently perform the duties at this level; OR

Other comparable qualifications, which are appropriate to the duties.

Extensive industry experience in communications and engagement may be considered.

Experience, with product development, service delivery or project management is welcomed.

HOW TO APPLY

Applications can be lodged through [BOMCareers](#).

Your application will consist of resume, contact details for two referees and a '800-word pitch' that considers:

- position overview
- job responsibilities
- selection criteria
- relevant sections of the [Integrated Leadership System \(ILS\)](#) and [APS work level standards](#).

The Bureau is an equal opportunities employer. We will support applicants with disability through our [RecruitAbility Program](#) and will provide reasonable adjustments such as access, equipment and other practical support at relevant stages of the recruitment process.

We recognise the need for our workforce to reflect the community we serve and provide an inclusive environment that respects and values diversity and is described in our [Diversity and Inclusion Statement of Commitment](#). We strongly encourage qualified applicants from diverse backgrounds to apply.

The Bureau offers flexible working options, reasonable workplace adjustments and an Employee Assistance Program (EAP). Should you have any questions or experience any difficulties with applying online, please contact the Recruitment Team on jobs@bom.gov.au or phone 03 9669 4401.

COVID-19 RESTRICTIONS

We understand there are unique and evolving challenges due to the current COVID-19 pandemic. The Bureau is responsive and making changes to ensure the safety of all candidates and our team.

Under the relevant legislation and guidance of the National Chief Medical Officer:

- Currently all interviews will be held via audio/video conference (across a range of platforms to accommodate personal requirements) unless otherwise advised.
- The successful candidate may be required to carry out the duties remotely for either a period or until otherwise advised.



ADDITIONAL INFORMATION

To find out more about the employment conditions at the Bureau, please refer to the Bureau of Meteorology [Enterprise Agreement 2018](#).