

**Australian Embassy, Beijing**

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| **Agency** | Department of Foreign Affairs and Trade |
| **Location** | Australian Embassy, Beijing |
| **Title** | Senior Visual Communications and Public Diplomacy Officer |
| **Position number** | BJ1-046 |
| **Classification** | LE5 |
| **Section** | Public Affairs Section |
| **Reports to** | First Secretary, Public Affairs & Culture |
| **Status** | Ongoing, Full-time |
| **Gross Annual Salary** | RMB 242,884.00 (plus loading if applicable) |
| **Commencement date** | As soon as possible |

## 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**

The Senior Visual Communications and Public Diplomacy Officer primarily manages the development of visual materials for the Embassy, both digital and print, including managing the Embassy’s website. This material is used to project a positive, accurate and contemporary image of Australia, in line with the priority placed on online and social media outreach in the DFAT Public Diplomacy Strategy. The role also supports the Embassy’s public affairs program, through managing public diplomacy events, preparing communications strategies and publicity materials including for social media as required. The role may include the managing or mentoring junior staff and providing back-up to senior managers as required.

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

*Graphic Design*

* Lead the development of all visual identity material for Embassy use, including for WeChat, Weibo, digital signage, and published documents as required
* Liaise and negotiate with external graphic designers for specific projects as required

*Website Management*

* Lead on embassy website management and preparation of graphic material for the website
* Contribute to continuous improvements to the Embassy’s online resources

*Social media*

* Produce written material (usually in Chinese) for social media articles
* Manage Embassy-run social media accounts as required
* Monitoring and researching relevant social media and internet developments

*Photography and Videography*

* Manage and liaise with external photographers and videographers and/or lead on photography and videography of events as necessary
* Edit videography for website and social media platforms
* Assist with subtitling video content and/or manage outsourcing of subtitling

*Public Diplomacy*

* Assist with managing, planning and coordinating public diplomacy events and initiatives in Beijing as required including coordinating guest lists, speakers and overseeing event set up
* 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 according to departmental guidelines and procedures

**Qualifications/Experience**

* Tertiary qualifications desirable in visual communication or graphic design
* At least 2 years’ experience in
  + graphic design and developing visual identity
  + website management including uploading and monitoring of content, demonstrated creativity in web design/layout, coordination of linked-in social networking tools
  + layout and design of WeChat content
* Experienced with InDesign, Illustrator, Photoshop and video editing software
* Strong technical knowledge of HTML and CSS and experience with Content Management Systems
* Ability to communicate effectively, orally and in writing, in English and Mandarin
* Ability to organise and prioritise workloads to meet project deadlines
* Ability to build effective and 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
* Desirable, but not essential: photography and videography skills
* Desirable, but not essential: event and project management experience

**Selection Criteria**

* Demonstrated graphic design expertise, including for web-based and WeChat content
* Demonstrated creativity in design and layout
* Demonstrated experience in website management
* Well-developed communication skills, in both English and Mandarin
* Proven ability to work as part of a team
* Proven ability to build effective and professional stakeholder relationships

**What the Australian Embassy offers**

* A diverse and inclusive workplace and attractive remuneration package
* Exciting and fulfilling work in a diplomatic mission
* The opportunity to join an ambitious, high-performing team in a supportive and positive environment
* Access to professional development opportunities and skills development

**How to Apply**

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

* Curriculum Vitae (maximum 2 pages)
* Application Form for Locally Engaged Staff Employment (see attachment A)
* Selection Criteria Statement (see Attachment B). In their statement of claims, applicants should address the Selection Criteria, clearly outlining their claims and specific experience that makes them suitable for this position. Applicants must limit their responses to a maximum of 250 words for each question. 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.
* A short portfolio of works to demonstrate applicants’ graphic design expertise

Please email your application to **beijing.hrrecruitment@dfat.gov.au** before **17:00 on Sunday 22 May 2022**. 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**. Please note that only applicants short-listed for interview will receive a written reply. Thank you for your understanding and your interest in working at the Australian Embassy in 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 discovered  Accept: Name: Date: | | | | | |

**Attachment B: Selection Criteria Statement**

* Demonstrated graphic design expertise, including for web-based and WeChat content

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

* Demonstrated creativity in design and layout

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

* Demonstrated experience in website management

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

* Well-developed communication skills, in both English and Mandarin

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

* Proven ability to work as part of a team

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

* Proven ability to build effective and professional stakeholder relationships

*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. 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.