



## **Australian High Commission**

**Vanuatu**

### **Candidate – How to Apply Guide**

#### **PUBLIC DIPLOMACY UNIT MANAGER**

Full-time, ongoing position

**Closing date: 30 September 2020**

This information package should assist potential applicants to understand the work of the Australian High Commission in Vanuatu. It also provides details of the position and how to apply.

#### **About the Australian High Commission in Port Vila**

The Australian High Commission in Port Vila manages the Australian Government's presence in Vanuatu. We promote Australia's interests, facilitate international trade and investment, deliver development assistance, respond to crises and provide services to Australian citizens. Details of our Department's work, as well as our purpose, outcomes and priority functions can be found on our website [www.vanuatu.embassy.gov.au](http://www.vanuatu.embassy.gov.au).

#### **About the Public Diplomacy Unit**

The Australian High Commission Public Diplomacy Unit plans and implements our public diplomacy strategy in order to ensure our events promote a clear and confident vision of Australia and its role in Vanuatu. The Unit is responsible for:

- the High Commission's online presence;
- media engagement including press releases and communications products to support the work of the High Commission and Australia's aid program;
- organising public events, including the Namatan Short Film Festival; and
- media support for high level visits and crises.

#### **About the position**

Under general direction, the Public Diplomacy Unit Manager will lead a team to plan and implement the Australian High Commission's public diplomacy strategy. The Manager will develop, produce and disseminate products including media releases, social media, photos and videos. The Manager will also monitor media and other communications services. The role will manage the Public Diplomacy Unit and its budget.

#### **The application pack includes the following information and guidance for candidates**

- Position description.
- Selection criteria questions for candidate response.
- Referee requirements.
- Guidance on how to apply.



**Australian High Commission**  
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**POSITION DESCRIPTION**

<b>Organisation</b>	Australian High Commission
<b>Position number</b>	PVLA5009
<b>Title</b>	Public Diplomacy Unit Manager
<b>Classification</b>	LE5
<b>Section</b>	Political and Economic
<b>Reports to (title)</b>	Second Secretary Political and Economic
<b>Starting salary</b>	VUV 3,737,724

**The key responsibilities of the position**

- Continually update and implement a public diplomacy strategy for the Australian High Commission.
- Produce well written and timely communication products (media releases, social media, photos, videos and reports).
- Manage events, programs and coordinate key public diplomacy events.
- Build and maintain strong relationships with stakeholders including Vanuatu Government, local media organisations and journalists, partners in the delivery of the aid program, civil society and the private sector.
- Manage the High Commission's public diplomacy budget.
- Develop media strategies and manage relations with local and visiting media during high level visits.
- Ensure branding is consistent and compliant with Australian Government standards.
- Monitor and evaluate media, including social media.
- Provide input into drafting high quality and evidence based communications documentation, including talking points, factsheets and other promotional material.
- Provide administrative support to the political team including electronic records management.
- In the event of a natural disaster, the position may be required to be part of the post's response team.

**Qualifications/Experience**

- Relevant tertiary qualification and/or a minimum of five years experience in public diplomacy, public relations, communications, media or related sectors.
- High-level communication skills in written and spoken English and Bislama.
- Proficiency in photography, videography and use of social media.

## SELECTION CRITERIA

Response to the following questions based on the selection criteria for the position will be used to assess the applicant's suitability for the position. All interested applicants are required to submit a written response to the questions (totalling no more than 3 typed pages) outlining how they meet each selection criteria.

### Selection Criteria Questions

1. Outline what qualifications and professional experience you have in public diplomacy, communications or related sectors in Vanuatu or abroad.
2. Please identify the specific skills you have which would help you effectively manage the Australian High Commission's public diplomacy strategy, events, budget and communications products.
3. What is the role of the media in the work of the Australian High Commission, and how can the Australian High Commission improve its public diplomacy efforts?
4. Please outline an example of where you have used media products (e.g. social media content, media releases) to influence an outcome or achieve an objective. What result were you trying to achieve and how did you achieve it?
5. In the past, what have you done to build effective and collaborative working relationships? Please be specific.
6. Confirmation of:
  - a. a pre-existing legal right to work in Vanuatu; and
  - b. a current drivers license.

## REFEREE REQUIREMENTS

A requirement of the application process is to provide details and the contact information of two referees. Your referees should be people most familiar with your work who can comment on your ability to perform against each selection criteria.

Please include the name, company details and contact information of your referees in your application.

## HOW TO APPLY

Forward applications to the Human Resources Manager on [pvla.recruitment@dfat.gov.au](mailto:pvla.recruitment@dfat.gov.au) by 30 September 2020. Late applications will not be accepted.

**Applicants should be citizens of Vanuatu or hold residency status that permits work in Vanuatu.**

### Applications must include

- A Curriculum Vitae.
- A written response to the selection criteria questions (totalling no more than 3 typed pages).
- Details of two referees who can be contacted as part of the selection process.

**Only those candidates considered suitable for interview will be contacted.**

**The Australian High Commission is an equal opportunities employer.**