

POSITION DESCRIPTION

Position Title:	Director, Strategic Communication, Education and Engagement
Position Number:	100361
Work Unit/Division:	Prevention
Classification:	SES1
Salary Range:	\$240,938 - \$280,000 total remuneration package
Employment Type:	Fixed Term (5 years)
Position Reports to:	Deputy Ombudsman, Prevention
Location:	Level 2, 570 Bourke Street, Melbourne Vic 3000

About Us

The Victorian Ombudsman (VO) provides a free, independent, accessible and impartial service to the public. Our purpose is to ensure fairness for the public in their dealings with the Victorian public sector, to improve public administration, and engage within both public organisations, the government sector and the broader community. The *Ombudsman Act 1973* (Vic) is the governing legislation.

The VO's role is to ensure that the services of state and local government, and other public organisations are delivered in a fair and reasonable manner that is compatible with the *Charter of Human Rights and Responsibilities Act 2006* (Vic) and that human rights have been taken into consideration in decision making.

About the Role

The Prevention Division plays a lead role in the VO's work to prevent unfairness and harm. Through engaging with the community and public sector, we raise awareness, strengthen capability and build the VO's profile. The division includes the VO's public policy and, intelligence and reviews functions and leads education and communication activities as well as stakeholder engagement to inform and educate the public sector and community. The division aims to maximise the VO's impact, build trust and drive meaningful, positive change.

The position is accountable for leading, managing and directing the activities of the Strategic Communication, Education & Engagement business unit (including the direction, governance frameworks, resource allocation, budgets and business planning), ensuring they are directed towards effective achievement of VO outcomes, in particular preventing and exposing public sector unfairness and harm. Specifically, this is achieved through the VO's education function, informing and engaging with key public sector stakeholders, community outreach and effectively communicating the outcomes of the VO's work.

Core to your success in this role is the ability to obtain a strong understanding of the *Ombudsman Act 1973*.

Key Accountabilities

- Developing and implementing communication strategies that achieve VO's objectives, with a focus on the Victorian public sector and community, and internal audiences.
- Leading the development and delivery of resources, education and training to increase the sector's knowledge and skills in complaint handling and good decision making in public administration.
- Developing and delivering strategic stakeholder engagement programs across the Victorian public sector to increase knowledge about preventing maladministration and unfairness in the public sector and influence senior public sector leaders.
- Developing and delivering community outreach programs to raise awareness about the VO's role, inform the community about how the VO can help and how to complain about an unfair action or decision made by a Victorian public-sector organisation.
- Providing strategic advice to the Deputy Ombudsman and Ombudsman on media, education, communication and stakeholder engagement issues and management, identifying and exploiting opportunities, applying best practice and demonstrating sound judgement in a sensitive and complex environment.
- Leading media and issues management, providing crisis management support and contributing expert knowledge to the development of the VO's communications and engagement approaches.
- Leading, motivating and managing multi-disciplinary and high performing teams to support the planning and delivery of prevention, education, communication and stakeholder engagement programs, drawing in expertise from across the organisation as well as subject matter experts as required.
- People management of staff within the business unit, including all aspects of onboarding, development, performance management and other related people initiatives.
- Managing financial resources, assets, and staffing to maximise achievement of quality communication and engagement outcomes and required levels of skills and performance.
- Provide expert strategic advice on complex issues to the Deputy Ombudsman and Ombudsman.
- Support the Ombudsman and Deputy Ombudsman to achieve the VO's vision, and contribute to key governance forums and to the overall leadership of the VO.

Key Selection Criteria

1. Demonstrated senior level experience in and commitment to improving public administration and an understanding of the importance of the Ombudsman.
2. Demonstrated experience leading strategic communications, education and engagement to support the organisations strategic priorities.
3. Demonstrated leadership experience in a high-paced environment, and in building and sustaining a constructive, high-performing team culture.
4. Experience leading change to deliver on strategic priorities to maximise impact.

5. Proven ability to establish and maintain constructive relationships with key stakeholders, including government agencies, integrity agencies and community organisations.
6. Highly developed written and oral communication, consultation, negotiation and influencing skills.
7. Highly developed analytical skills, an ability to identify systemic issues in the context of service delivery.
8. A sound knowledge of the Victorian public sector, integrity agencies and human rights.
9. A relevant tertiary qualification.

Capabilities

Knowledge and Skills	Capability Description
Communicate with Impact	Identifies key messages and information required for decision-making; Provides high level advice on influencing and the needs of target audiences; Provides advice on the content and style appropriate to the audience
Strategic Planning	Consider the needs of the stakeholders, organisation, national and global developments to articulate actions that addresses immediate and future needs of the community
Innovation and Continuous Improvement	Synthesise ideas and concepts across diverse disciplines to develop new and different ways of thinking, working or delivering solutions; Strives to improve efficiency, effectiveness, and quality of work
Systems Thinking	Consider the wider context, break complex topics or situations into smaller parts to gain better insights and inform actions required
Data Literacy	Utilise diverse data sources to improve the speed and quality of service delivery and decision-making processes
Lead and navigate change	Articulate changes required, support individuals to successfully adopt change and achieve organisational goals
Political and Organisational Context	Understand the relationship between political dynamics, regulatory or legislative requirements and diverse stakeholder perspectives to ensure service need solutions are fit for purpose
Managing People	Builds an organisational culture in line with public sector values; Respects the dignity and rights of others; Inspires commitment of others towards goals and vision of the organisation; Drives a positive organisational culture; Promotes and maintains the wellbeing and motivation of others
Personal Qualities	Capability Description
Self awareness	Has conscious understanding of the impacts of own behaviours, emotions, and thought processes; takes action to improve personal effectiveness

Outcomes Thinking	Think and work in different ways to create better public value for Victorians; Establish ways to clearly and effectively measure the impact of government activity
Resilience	Maintain a positive attitude and consistently deliver quality work in the face of challenging situations
Flexibility and adaptability	Adjust approach in line with changing priorities, is open to acquiring and developing skills and knowledge, adapt to new ways of working or organise work to deliver results
Working collaboratively	Builds trust and rapport with others; Sets common goals through a high degree of empathy; Display willingness to share control and responsibility with peers the service, external partners, and community in the delivery of work and outcomes
Promote inclusion	Embrace diversity, draw on insights into the community's beliefs, needs, and values to inform required actions

Responsibilities:

Environmental: VO is committed to lead by example, through environmentally sustainable practices in our workplace and activities.

OHS: Under section 25 of the *Occupational Health and Safety Act 2004* employees must take reasonable care of their own health and safety and that of others and cooperate with their employer in the workplace.

Recordkeeping Responsibilities: As an employee of the officer in charge of a public office, full and accurate records of the business of the office must be kept in accordance with Section 13(a) of the *Public Records Act 1973*.

Other relevant information:

All appointments to Victorian Ombudsman are subject to reference checks, pre-employment misconduct screening, Working with Children and criminal record checks.

Mandatory checks include:

- Applicants must be an Australian Citizen, Permanent Resident or hold a valid work permit or visa.
- The successful applicant will be employed pursuant to the Victorian Public Service Enterprise Agreement 2024 and VO's relevant policies.
- Appointments will be subject to a National Police Check and Working with Children Check
- Completion of a conflict of interest and declarable associations form.
- Satisfactorily complete (as per legislation) a:
 - Statutory Declaration for recruitment purposes
 - Confidentiality Declaration
- All new employees are required to take an oath or affirmation on commencement.
- All new employees will refrain from engaging in any other remunerative employment without the explicit prior consent of the Ombudsman.

VO Values: Our values support our work towards a constructive culture. They act as a compass for how we work together and with others.

Fairness

- We pursue fairness in our work.
- We keep people at the centre of decision making and seek to address inequity.

- We treat each other and everyone with dignity, respect and compassion.

Impact

- We make intentional choices to bring about meaningful and enduring change.
- We work with those we oversight to develop innovative solutions to improve the lives of Victorians.
- We bring creativity and curiosity to our work.

Trust

- We build trust with the community and government by listening and acting with independence and integrity.
- We strive to be a valued voice in improving public administration.
- We work in a spirit of openness and collaboration to support a constructive workplace culture.

All VO employees comply with the Victorian Public Sector Employees of Special Bodies values. These values require that public officials demonstrate responsiveness, integrity, impartiality, accountability, respect, leadership, and that they respect and promote human rights.