

# Candidate pack

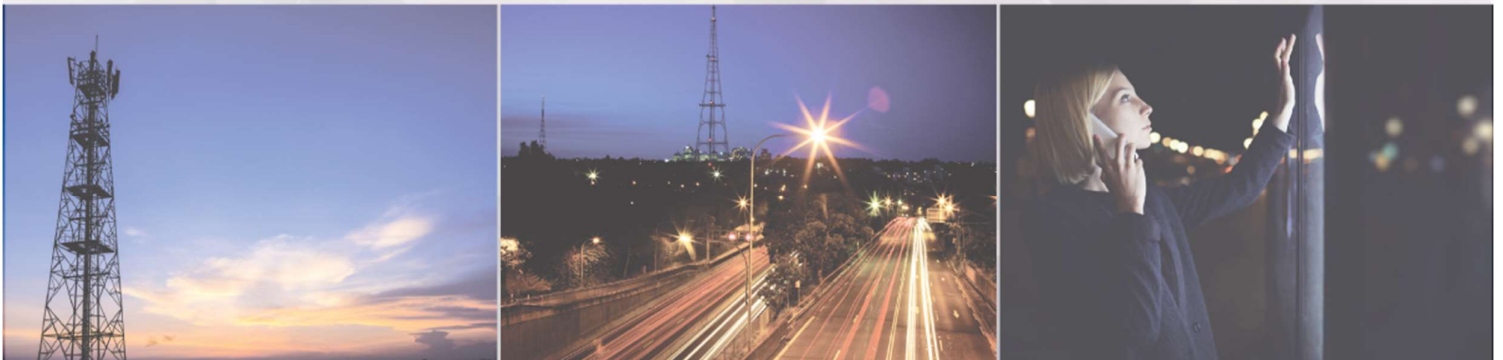
## Senior Analyst (Industry and Policy)

EL1 \$110,807 - \$124,958 plus 15.4% superannuation

Full-time or Part-time, Ongoing or Non-Ongoing  
Canberra, Melbourne or Sydney

Reference: 2542-2024-1  
Section: Multiple  
Branch: Multiple  
Division: Content Division

**Applications close: Monday 8<sup>th</sup> April 2024 at 11.30pm AEDT**



# About us

The **Australian Communications and Media Authority** aims to maximise the economic and social benefits of communications infrastructure, services, and content for Australia.

We do this by fostering a communications and media environment that balances the needs of industry and the Australian community through regulation, education, and advice, and enabling access to resources.

## Where to find more information

The following pages will provide you with details about the type of candidates we are looking for to join our team. You should also refer to the [ACMA website](#), particularly '[Working at the ACMA](#)' and our [corporate plan](#).

# The role: responsibilities and duties

We have two roles, one in the ACMA's Digital Platforms and Misinformation Section and one in our Media and News Diversity Taskforce. Each role provides a fantastic opportunity to contribute to the delivery of high-profile aspects of the ACMA's work which focus on contemporary communications and media issues that make a tangible difference to the lives of Australians.

As a EL1 Senior Analyst (Industry and Policy), you will be responsible for leading work to analyse, research and monitor information and data to develop advice on complex issues in relation to media diversity and information integrity.

In this role you will:

- use your highly developed analytical and research skills to assess complex information and data from a range of sources to develop evidence-based advice that contributes to policy development
- use your strong written and verbal communication skills to present that information and analysis in high quality and timely documents to a range of internal and external stakeholders.
- manage the collection, use and storage of information associated with the ACMA's responsibilities
- oversee and contribute to the planning and management of projects in a timely and effective way and provide employees of the section with clear direction and supervision to meet the objectives of the project and their developmental needs
- use excellent stakeholder engagement skills to liaise with internal and external stakeholders and manage projects collaboratively
- work collaboratively within a multi-disciplinary, geographically diverse environment and operate as an effective team member.
- contribute to shaping the culture of the ACMA and its capability for the future.

# About you: Our ideal candidate

If you are interested in a leadership position in a high performing team, this role is for you!

The ideal Senior Analyst (Industry and Policy) will have a wealth of experience in information and data analysis, strategic thinking and policy advice. You will be adept at

synthesising evidence to develop advice that contributes to addressing complex policy issues.

Your collaborative nature allows you to work effectively with both internal and external stakeholders. Furthermore, you will be an experienced leader with proven abilities in working with others, apply good judgement, confidently lead and develop staff, creating a positive and collaborative environment.

## Where this role fits in

The ACMA's **Content Division** manages policy, compliance and enforcement matters relating to content regulation and media ownership and control, news and media diversity, regional media, consumer codes, content investigations, interactive gambling, gambling advertising and mis- and disinformation. Amongst this work, the division carries out the ACMA's work in overseeing Australian Code of Practice on Disinformation and Misinformation. In 2023 it took on new responsibilities in relation to the Media Diversity Measurement Framework.

## Integrity

The Australian Public Service (APS) has a unique and privileged role in serving the Australian community. APS employees support the development and delivery of policies, services, regulation, and initiatives that affect the lives of all Australians. APS employees are trusted to act in the best interest of the Australian community. The integrity of the APS - its employees, systems, and practices - is fundamental to maintaining this trust.

The ACMA expects all staff to promote, model and uphold the APS and ACMA Values, and be committed to public service integrity.

Integrity at the ACMA is based on a foundation of robust, transparent, honest, and ethical behaviour and decision making.

In our role as a regulator and independent Commonwealth statutory authority, it is critical that we employ and model a pro-integrity culture in every aspect of everything we do, both internally and externally.

## Eligibility

To be eligible for employment with the ACMA, applicants must be an Australian citizen.

The successful applicant must be able to obtain and maintain a Baseline level security clearance or hold a current security clearance of an appropriate level. More information on the security clearance vetting process is available on the [Australian Government Security Vetting Agency \(AGSVA\)](#) website.

## How to apply

If you consider your skills and abilities match the requirements of the job and this sounds like the opportunity you are looking for, we want to hear from you.

Our [online careers portal](#) will guide you through the application and submission process.

Your application will need to include:

- > your resume
- > the contact details of two referees
- > a one-page statement outlining how your skills, knowledge, qualifications and experience make you the best person for the job.

Helpful tips about your resume and one-page statement are detailed over the page.

## Contact us

If you have any questions or need any more information about this role, please contact:

Katherine Anstee

Manager, Media and News Diversity Taskforce

02 93347903

[katherine.anstee@acma.gov.au](mailto:katherine.anstee@acma.gov.au)

## Your resume

Your resume should be no more than two pages. Include the following:

- > **Personal details:** Provide your full name, contact email and mobile number. Use your personal email address so we can contact you at any time.
- > **Education:** Outline details of any relevant education and qualifications.
- > **Work experience:** List your career details in chronological order, starting with your most recent employment, and outline the responsibilities and achievements relating to your experiences. Indicate dates and explain any gaps in time.
- > **Other experience:** Mention briefly any relevant extra-curricular activities or volunteer/community work, and what you may have gained from these.
- > **Referees:** Give the details of two professional referees, including your current supervisor, who can validate and support your application. It is important to remember that a good referee is someone who:
  - > knows your abilities
  - > can comment on your suitability for the role
  - > can discuss details of your work performance.

It is important that you advise your referees of your application and that you are confident they will support it.

## Your one-page statement

Tell us why you are the right person for the position. We want to know:

- > why you want to work in this role
- > how your skills, experience and qualifications can benefit us.

Try not to duplicate information in your resume but highlight specific examples or achievements that will demonstrate your ability to perform the role.

You may like to structure your examples using the problem, action, result (PAR) method:

- > **Problem (situation/issue):** Describe a specific problem, situation or issue that occurred where you had the chance to demonstrate your skills.
- > **Action:** Outline the action you took to address or resolve the problem.
- > **Result:** Detail the outcome of your actions, including what you learned, what you might do differently, and how the result impacted your organisation or team.

You do not need to use a different example for each of the skills required in this role; you could use one example that covers several of the skills and values we seek.

# ROLE PROFILE

## EL1 – SENIOR ANALYST (INDUSTRY AND POLICY)

<b>Job Family:</b>	Portfolio, Program and Project Management
<b>Job Function:</b>	Evaluation
<b>Job Role:</b>	Senior Analyst (Industry and Policy)
<b>Job Code:</b>	<b>TBD</b>
<b>Locations:</b>	Canberra, Melbourne or Sydney
<b>Employment basis:</b>	Ongoing, Non-Ongoing
<b>Attendance:</b>	Full-time or part time

### Division/Branch Overview:

Our Senior Analysts (Industry and Policy) work in the Disinformation and Platforms and Media and News Diversity Taskforce sections in the ACMA's Content Division.

The **Content Division** manages policy, compliance and enforcement matters relating to content regulation and media ownership and control, news and media diversity, regional media, consumer codes, content investigations, interactive gambling, gambling advertising and mis- and disinformation. Amongst these roles, the division carries out the ACMA's work in overseeing the voluntary Australian Code of Practice on Disinformation and Misinformation. In late 2023 it also took on new responsibilities in relation to the Media Diversity Measurement Framework.

### Section/Team Overview:

The **Disinformation and Platforms Section** is within the Gambling & Mis/Disinformation Branch.

The section undertakes a range of projects including:

- overseeing the voluntary code on misinformation and disinformation
- working with government on the development and passage of legislation to provide ACMA with regulatory powers to combat misinformation and disinformation
- leading the ACMA's involvement in DP-REG including participating in working groups and contributing to DP-REG projects
- developing strategies to measure platform performance
- developing operational policy, regulatory instruments and administrative arrangements to support the implementation of new disinformation and platforms regulatory framework
- drafting public submissions and providing advice to government about content regulation.

The **Media and News Diversity Taskforce** has been established to lead the ACMA's work in implementing the new Media Diversity Measurement Framework. This is a high-profile project for the ACMA and staff within the taskforce gain exposure to significant levels of cross-agency collaboration and the opportunity to work directly with senior executives. The framework will monitor the state of the Australian news market and measure the levels of diversity across

Australia's print, radio, TV and online news media landscape. In particular, the framework will provide a robust long-term evidence base to help inform government decision making in support of public interest journalism and media diversity in Australia. This work forms part of the government's News Media Assistance Program (News MAP).

Key activities within the section include:

- undertaking research, monitoring and analysis (including data analysis) to provide advice to government about media diversity issues particularly safeguards for news and journalistic content
- developing the ACMA's reporting approaches and data strategies under the Media Diversity Measurement Framework
- engaging collaboratively with a wide variety of external stakeholders, including government agencies, news media industry participants and researchers
- advancing and publicising the role of the Media Diversity Measurement Framework, and the profile of the ACMA as a trusted and reliable source of research and data more generally.

#### Role Overview:

The **EL1 Senior Analyst (Industry and Policy)** is a leadership role and works with a considerable degree of independence and under broad direction to lead the development of analysis and advice within the **Disinformation and Platforms Section** or **Media and News Diversity Taskforce**.

The position in the Media and News Diversity Taskforce is **on-going**. The role in the **Disinformation and Platforms Section** is for **12-months (with the possibility of extension)**.

Your responsibilities may include:

- Leading work to analyse information and data to draw evidence-based conclusions on media diversity issues and presenting that analysis in high quality and timely documents to a range of internal and external stakeholders
- Leading work on the finalisation and implementation of a draft measurement framework to better track the effectiveness of digital platforms measures under the voluntary code on misinformation and disinformation
- Developing and maintaining strong working relationships and collaborating with key internal and external stakeholders, including other government/regulatory agencies.
- Managing the collection, use and storage of information associated with the ACMA's news and media or digital platforms responsibilities
- Overseeing and contributing to the planning and management of projects in a timely and effective way
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- Supervising and managing staff, including providing feedback, direction and taking responsibility for team goals and outcomes.

#### Role Functions:

**Business:**

- Reviews and analyses complex information and data to track industry performance
- Demonstrated ability to contribute own expertise and capitalise on the expert knowledge and skills of others to achieve outcomes
- Produces accurate, reliable and timely evidence and advice, and effectively briefs decision makers on the specific details of matters verbally and/or in writing.
- Provides strategic advice, contributing to and supporting the strategic direction of the ACMA.
- Promotes and effectively manages strategic relationships with internal and external clients, stakeholders and content providers.
- Proven experience managing projects to critical timeframes and working positively and constructively as part of a multi-disciplinary project team
- Develops a range of complex documents, and develops, evaluates and implements operational policies, procedures, processes, and tools.
- Manages multiple complex matters and work processes within legislative requirements, budget, timeframes and targets, monitors progress and anticipates potential issues and adjusts plans to ensure goals are met.

#### **Leadership:**

- Leads, monitors, reviews, and evaluates team and individual performance and provides regular feedback to team members.
- Provides leadership including developing, coaching, and mentoring staff and building commitment to shared goals.
- Leads the decision making and strategic planning of content code reviews, fostering and supporting common goals and objectives to meet outcomes.
- Leads the implementation of change and promotes continuous improvement.
- Leads and exemplifies a healthy and safe working environment, and models and promotes ethical behaviour and practices under the APS Code of Conduct and the ACMA Culture and Values.

#### **Qualifications/Experience/Clearance:**

##### **Unless indicated as mandatory, the following are desirable role requirements:**

- Tertiary qualifications in law, economics, public policy, data, or a similar field will be highly regarded but not mandatory.
- An understanding of, or ability to quickly develop an understanding of Australia's media and news environment or digital platforms industry and the ACMA's
- Demonstrated ability to research, investigate and analyse media diversity/digital platforms issues
- Ability to obtain a security clearance at a minimum Baseline Security level and maintain at this level (mandatory).