



**Australian Government**

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**Australian Pesticides and  
Veterinary Medicines Authority**



**Senior Communications Officer**  
**Position number: 11355**  
**APS6**

Candidate information package  
March 2022







## The position

Position title	Senior Communications Officer
Classification	APS6
Program	Office of the Chief Operating Officer
Location	Armidale, NSW
Job type	Ongoing or Non-ongoing (temporary); Full-time or Part-time
Qualifications	Tertiary qualifications and/or relevant experience in communications and/or marketing will be well-regarded
Salary	\$92,530.00 to 103,294.00 (plus 15.4% superannuation), depending on qualifications and experience
Security clearance	Baseline

## Position summary

The Communications Team is responsible for promoting the APVMA through brand management, marketing, media, social media, corporate events, publications and website publishing, to build and reinforce the APVMA's reputation as a world-class regulator of agricultural and veterinary chemicals.

Located in Armidale, NSW, the Senior Communications Officer is a marketing and communications all-rounder who works collaboratively in a fast-paced environment to develop and deliver strategic communication campaigns, coordinate media activity, and create impactful communication products to promote and connect stakeholders with the work and role of the APVMA.

Reporting to the Assistant Director, Communications, the Senior Communications Officer will be responsible for developing, reviewing and implementing communication products that align with the APVMA's corporate strategies and purpose, including media releases, talking points, written correspondence, news items, EDMs, website content and publications such as the APVMA Gazette.

Strong time management, organisational and written and verbal communication skills are essential in this position. You will demonstrate the ability to plan, manage and prioritise your own workload and take responsibility to deliver competing priorities. You will be able to adapt your communication style to suit different audiences and develop communication products that engage internal and external stakeholders in a clear, concise and articulate manner.

You will be willing to learn new tasks and seek opportunities to extend your skills and knowledge, including the ability to quickly acquire an understanding of the APVMA, its legislative framework and external operating environment, to assist you in exercising sound judgement in coordinating responses to potentially complex and sensitive issues.

## Core functions

The Senior Communications Officer will:

- be responsible for the coordination, drafting, editing, proofreading and publishing of high-quality communication products, including but not limited to marketing materials, media releases, news items, website content, the APVMA Gazette, talking points and media responses

- be required to work independently and within a team to meet strategic outcomes and statutory timeframes
- manage the development and implementation of strategic communication campaigns
- review and publish content to the APVMA's external website and digital marketing channels, including EDMs, landing pages, corporate publications, news updates and social media posts
- possess an excellent work ethic and demonstrated understanding of the need for confidentiality and handling of sensitive information
- provide support to the Assistant Director, Communications

## Selection criteria

To be considered for these roles you will need:

### Essential:

1. Excellent written and verbal communication skills with proven experience developing content tailored to different audiences
2. Demonstrated experience supporting strategic direction through targeted communication products and campaigns, and communications advice
3. Proven experience working with website content management systems and demonstrated proficiency in Microsoft Word, Outlook, PowerPoint, Excel and Adobe Acrobat
4. Strong time-management and organisational skills, with demonstrated ability in planning, managing and prioritising workload to deliver competing priorities
5. Proven ability to learn new skills and identify opportunities for self-development to support broader team

### Desirable:

- Tertiary qualifications and/or relevant experience in communications and/or marketing
- Familiarity with Australian Government Style Manual and accessibility requirements
- Being at ease with scientific information and translating that information into plain English
- Familiarity with, or previous experience using, the Drupal-based content management system, Google Analytics and Adobe Creative Cloud

**In accordance with section 22(8) of the Public Service Act 1999, applications for this position are open only to Australian citizens.**

## Your application

In submitting your application, please ensure that you include an up to date resume and separate document addressing the selection criteria above. Your response to the selection criteria must not exceed 750 words.

All applications are submitted online through the APVMA Careers website: [apvma.gov.au/join-our-team](https://apvma.gov.au/join-our-team).

For any questions please contact our HR Team by email at [hr@apvma.gov.au](mailto:hr@apvma.gov.au).

## Our selection process

In accordance with the *Public Service Act 1999* we recruit our staff based on merit, which means that from a wide and diverse field of applicants we will select the best person for the position. To do this, we compare the skills, experience and abilities of each applicant. We use different tools and techniques, such as written applications, interviews and work sample tests, to collect the evidence we need to make a merit-based decision.

In the event a role in another area needs to be filled, which is deemed to require the same skillset, an existing order of merit may be utilised.

Table 1 outlines our approach to filling this position.

**Table 1: APVMA selection process approach**

Senior Communications Officer – selection process					
Selection Criteria	Stage 1		Stage 2		
	Relevant work experience	Responses to application questions	Psychometric testing	Work sample assessment	Structured interview
Criteria 1	Y	Y		Y	Y
Criteria 2	Y	Y		Y	Y
Criteria 3	Y	Y			Y
Criteria 4	Y	Y		Y	Y
Criteria 5	Y	Y			Y
Timeframe	April 2022		May 2022		

## Writing tips

When writing your application (also referred to as your 'response to the selection criteria') you should demonstrate your experience through discussion of real life examples. It is preferable for you to select an example/s that best allows you to present competencies against the requirements of the position.

For this you should consider using the STAR Method (Situation-Task-Action-Results):

### Situation

- What was the situation? This is a brief outline of the situation faced and your role.

### Task

- What were the main issues involved with the situation?
- What needed to be done?
- What task/s needed to be achieved and what was the desired outcome?
- What obstacles had to be overcome?

### Action

- What were the steps you took to complete the task? This will include allocation of resources, people involved etc.

### Results

- What was the outcome?

For additional information on preparing your application and addressing selection criteria please refer to [Cracking the Code](#) on the [Australian Public Service Commission](#) website.





**About the APVMA**

## Our purpose

We regulate agricultural and veterinary chemicals to manage the risks of pests and diseases for the Australian community and to protect Australia's trade and the health and safety of people, animals and the environment.

## Our vision

To be a global leader in agriculture and veterinary chemicals regulation for the benefit of Australia.

## Our role

The Australian Pesticides and Veterinary Medicines Authority (APVMA) has a clearly defined role as the regulator of agricultural and veterinary (agvet) chemicals in Australia. We are the independent statutory authority responsible for assessing and registering pesticides and veterinary medicines proposed for supply in Australia.

As the national regulator, the APVMA regulates agvet chemicals in line with the responsibilities described in the *Agricultural and Veterinary Chemicals (Administration) Act 1992* and the *Agricultural and Veterinary Chemicals Code Act 1994*. In this role, we:

- ensure Australians have access to safe and effective agvet chemicals to control pests and diseases in animals and plants
- monitor and enforce compliance with the Agvet Code and other legislation we administer
- maintain the Record and Register of approved agvet constituents, registered products and approved labels.

## Our values

The APVMA upholds the Australian Public Service (APS) values as set out in the [Public Service Act 1999](#). In addition to the APS values, we demonstrate the following behaviours:

- We apply science-based decisions pragmatically, consistently and proportionately to the risk.
- We actively engage with all stakeholders to build confidence in our regulatory system.
- We are committed to meeting our statutory obligations.
- We demonstrate leadership and trustworthiness and act with integrity.
- We encourage innovation and embrace technology.



## About us

The APVMA provides regulatory services for the supply of safe and effective agricultural and veterinary (agvet) chemicals in Australia. Our decisions protect human and animal health, the environment, facilitate trade and contribute to Australia's agricultural productivity.

We regulate the manufacturing and supply of pesticides including, herbicides, biocides, insecticides, and seed treatments; animal antibiotics, hormonal treatments and some stock feeds and pet foods. We also regulate household products such as insect repellents, garden sprays and pool chemicals.

We demonstrate and celebrate our commitment to workplace diversity strategies to maximise the contribution and inclusion of our people. We welcome applications from Aboriginal and Torres Strait Islander people, mature age people, people with cultural and linguistic diversity, and people with disability.

The APVMA offers exciting opportunities for a challenging career where you can apply your scientific expertise for the benefit of all Australians. You will work as part of a broader team that delivers efficient regulatory services to support Australia's agvet chemical industry and Australian agriculture.

More information about [the roles and responsibilities of APVMA](#) is available on our website.

## Benefits of working with the APVMA

Throughout your career with us we will offer you experience in:

- project management
- team work and leadership
- working with multidisciplinary science teams
- understanding of registration process and decision making in a regulatory context
- evaluation of the safety and efficacy of new pesticide or veterinary medicine products
- how product labels are used to manage risks to humans, animals, crops, the environment, and trade
- providing advice to the decision maker on registration of new products
- developing relationships with industry stakeholders.

We offer generous pay and conditions under the [APVMA Enterprise Agreement 2017–20](#).

In return we expect you to:

- comply with the requirements of the *Public Service Act 1999*, including the APS Values, Employment Principles and Code of Conduct
- comply with our policies and guidelines
- participate in our Performance Management process
- as a worker under the *Work Health and Safety Act 2011*, cooperate with any reasonable instruction, policy or procedures given to you by the APVMA which relates to health and safety in the workplace
- take reasonable care for your own health and safety while at work and ensure your acts or omissions do not adversely affect the health and safety of other persons in your workplace.

