



The Australian Embassy is an Equal Opportunity Employer

# Applicant Information Pack

Thank you for considering a career with the Australian Embassy, Hanoi City, Vietnam.

This applicant information pack provides you with the information needed to apply for a job with us. It also contains helpful resources and details about our organisation, and helpful hints on our recruitment process.

## Current work opportunity available:

<b>Position Vacancy</b>	<b>Strategic Communications Manager</b>
<b>Position Number</b>	<b>HN021</b>
<b>Closing date</b>	<b>Tuesday 18 September, 5:00 pm (Hanoi time)</b>
<b>Employment status</b>	Locally Engaged Staff (LES) One (1) Year Fixed Term/ Non-Ongoing Employment
<b>Work level</b>	LE6
<b>Monthly Salary range</b>	VND 54,583,642 to VND 113,724,628
<b>Completed applications should be emailed to</b>	hrhubmanilarecruitment@dfat.gov.au
<b>Position specific enquiries</b>	hrhubmanilarecruitment@dfat.gov.au

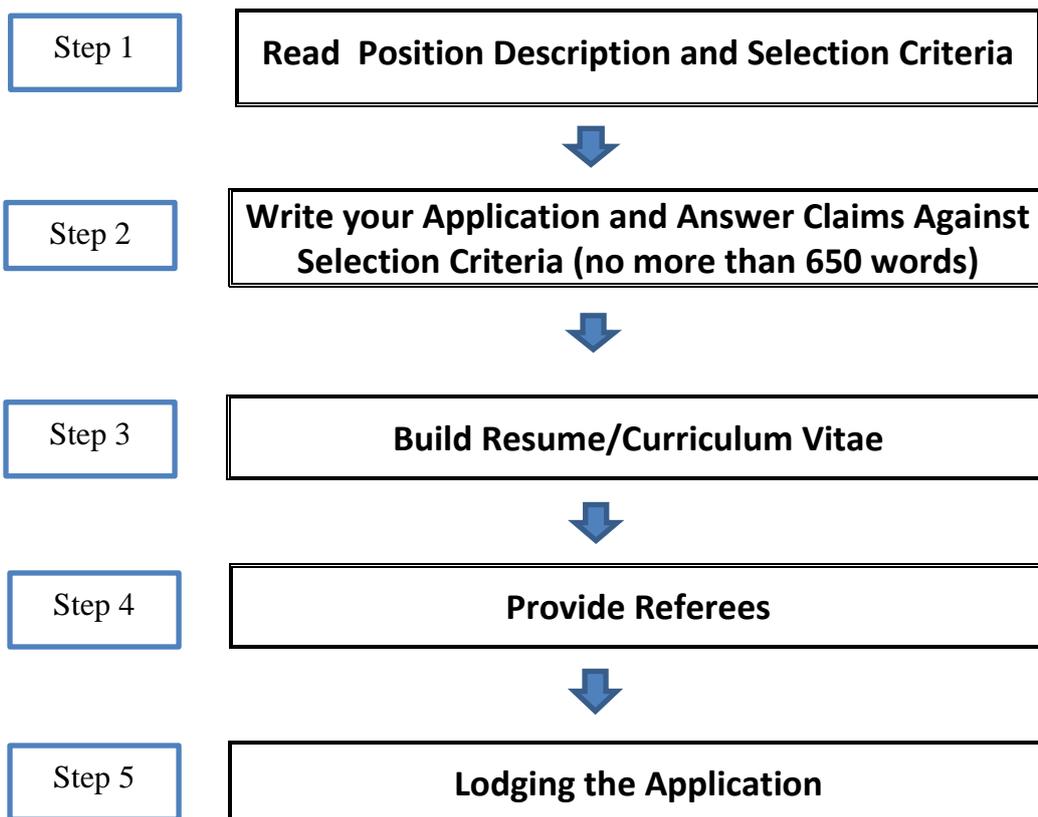
## About the Australian Government's Department of Foreign Affairs and Trade

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.

## Steps in applying for employment with the Australian Embassy - Hanoi

The following steps aim to assist applicants in preparing their documents and written applications.



# Step 1. Read Position Description and Selection Criteria

## About the Position

The Strategic Communications Manager develops and implements comprehensive strategic communications, public diplomacy, media relations and social media to promote Australia's interests in Vietnam. Key functions of this role are to unify all communications from the Australian Embassy, build capacity amongst staff and ensure a strategic and planned approach to communications, public diplomacy and events. The Strategic Communications Manager leads the Strategic Communications team to deliver the 'Australia in Vietnam' communications strategy. This involves managing the public diplomacy budget and managing the day-to-day activities of the Senior Communications Officer and the Events Manager and Public Diplomacy Officer. The Strategic Communications Manager will also build strong networks of influence with key stakeholders.

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

- Plan, develop and implement the Australian Embassy strategic communications and public diplomacy strategy in line with the Australia-Vietnam Strategic Partnership, Australian Foreign Policy White Paper and other guidance of Australia's foreign policy objectives
- Monitor and evaluate the impact of strategic communication and public diplomacy activities and events, and oversee reporting to the Australian Ambassador in Vietnam and headquarters
- Develop unified branding guidelines for the Australian Embassy, particularly for the Australian development cooperation program in Vietnam, and oversee their application
- Develop a communication strategy for the Australian development cooperation program in Vietnam and oversee its unified implementation
- Guide the development of content which promotes Australia's development cooperation program in Vietnam across traditional and social media channels and identify opportunities to develop vignettes and stories to promote Australian Embassy communications objectives
- Assist in monitoring and evaluating the impact of communication activities of the development cooperation program to ensure value for money, effectiveness and relevancy to target audiences
- Manage the Australian Embassy social media channels and website, and review all content to ensure accuracy, appropriateness and consistency with Australian Embassy key messaging
- Oversee the preparation of media plans, media releases and organisation of media outreach events. This includes reviewing all content to ensure accuracy, appropriateness and consistency with Australian Embassy key messaging
- Support visits to Vietnam by Australian high-level ministers, parliamentarians, officials and other delegations, including by managing the development of visit media plans as appropriate
- Assist in producing visual content, including photographs and videos for social media channels
- Oversee the planning and organisation of Australian Embassy events, information sessions, functions and other communications projects to ensure their success, value for money and consistency with key messages
- Oversee the successful delivery of the annual 'Taste of Australia' program of events
- Develop and nurture a set of high level and influential external contacts including with the media, cultural and academic institutions, suppliers and venues
- Build capacity, mentor and support staff to build communications and public diplomacy skills across the Australian Embassy
- Lead on outreach and engagement with Taste of Australia and other Australian Embassy event partners and sponsors

## Selection Criteria

- Fluent/Native English verbal and written language skills
- Demonstrated experience implementing and executing a communications strategy and communication activities
- Demonstrated knowledge and experience in digital communications including writing and editing documents
- Demonstrated experience in working with the media
- University degree or experience working in communications, public relations, media or related field
- Experience in graphic design and/or video making is desirable

## Step 2. Write the Application / Answer claims against the Selection Criteria

Your application is the first contact we will have with you. The statement of claims should demonstrate and summarise your claims against each of the selection criteria that describe the qualifications, knowledge, skills, abilities and experience required in a job. In responding to the selection criteria, you should describe with examples how your experience and skills meet the requirements of the job.

Your responses to the selection criteria are the most important part of your application as they will be used along with your resume by the selection panel to shortlist applicants.

Do not forget to include your contact details, so we can call you if you are shortlisted for interview.

The email *cover letter* to your application must include the following:

- Application for LES employment template (personal information)
- No more than 650 words pitch template for written statement outlining the applicant's abilities and directly addressing each point of the selection criteria (no more than two pages typed)

### How to address the selection criteria?

The key is to:

- demonstrate your capability by providing **evidence** of how you meet the selection criteria;
- provide specific details; and
- where possible, include an indicator of success or a result.

An easy way to do this is to use the **STAR** model - that is

<b>S</b> ituation	Provide a brief outline of the situation or setting
<b>T</b> ask	Outline what <u>you</u> did
<b>A</b> ction	Outline how <u>you</u> did it
<b>R</b> esult	Describe the outcomes

Conciseness is important; applications that exceed the specified word count may not be considered. There is no need to repeat what is in your resume/curriculum vitae.

**Applications that do not respond to the selection criteria will not be considered.**

### Step 3. Build resume/curriculum vitae

When you apply for a job, the employer will want to see your resume. Your resume (or Curriculum Vitae (CV)) outlines your skills, experience and accomplishments relevant to the job.

You should update your resume regularly, especially when you finish a job or complete a course. It should also be updated for each job you apply for.

#### What to include in your resume?

Your resume should include your name and contact details, education, employment history and your referees' contact details. You can also include a statement of your career objective, computer skills, professional affiliations and other relevant skills. You could also include information about your hobbies and interests however this is not essential.

Key information that should be included:

• Contact details	• Education and training qualifications
• Career objective	• Demonstrated skills
• Employment history	• Special achievements

We do not require personal details such as date of birth, marital status, height, weight, religion and gender.

### Step 4. Provide referees

We require the contact details of two referees as part of our recruitment process. Referees may be used by the selection panel to validate the claims you have made in your application and interview. Your referees may include the following:

- Previous employer/immediate supervisor from current or recent previous employment
- Senior person as advisor/ mentor
- Professor

When choosing referees, ensure they know you well and can be contacted easily. Contact your referees to let them know you've put their names down and to get their agreement to be named as a referee. You may also want to talk to your referee about the job you are applying for, the skills required and how you match the job's requirements.

**Note:** Only applicants who have been selected for interview may have their referees contacted.

### Step 5. Lodging the application

Once you have completed your application you should email the following attachments by the **closing date**:

- Application for LES Employment template (Personal Information and 2 work related referee details)
- No more than 650 words pitch template for written statement outlining the applicant's abilities and directly addressing each point of the selection criteria (no more than two pages typed)
- Resume/ Curriculum Vitae (with supporting documents and evidence of resume claims if any)

Only electronic applications will be accepted and should be submitted via email to [hrhumanilarecruitment@dfat.gov.au](mailto:hrhumanilarecruitment@dfat.gov.au). Attached documents must not exceed 2.0 MB and the subject line of your email should include: position applied for, Name of Applicant (e.g. Strategic Communications Manager LE6 – Name of Applicant).

If you have not been requested to attend an interview within four weeks from the closing date, please assume that your application has not been successful. Only shortlisted applicants will be contacted.