



DIRECTOR, COMMUNICATIONS AND STRATEGIC RELATIONS

Information
for
candidates





I welcome your interest in ACARA and the position of Director, Communications and Strategic Relations.

Our new Director will join us on our mission to improve the learning of all young Australians. It is a mission that all of us at ACARA are passionate about.

The position of Director, Communications and Strategic Relations is an integral part of ensuring that we are building a strong educational foundation for the future of Australia.

ACARA's focus is on the pursuit of excellence in education, and the Communications and Strategic Relations unit has a significant part to play in ACARA continuing to be a national leader, setting, assessing and reporting on national expectations for school learning.

We are proud of the work we have done so far in reshaping the educational landscape to meet the needs of the future. Our next phase is to improve upon this work. This is an exciting time as we look to embark on our four year plan (2016-2020).

For Communications and Strategic Relations, this means:

- Maintenance, review and updating of opportunities to engage with partners and stakeholders in order to deliver on ACARA's work plan.
- Stakeholder and media briefings for key events/projects e.g. National Report, My School, and NAPLAN
- Managing communications channels and building productive working relationships with media, with strengthened internal and external processes

We are seeking a talented, motivated and innovative leader to join the ACARA executive.

You will lead the development and implementation of ACARA's communications and engagement strategy, and maintain and build strategic relationships with partner, stakeholder and community representatives to ensure ACARA is well positioned to effectively deliver its work plan and to maintain and enhance its reputation.

It is challenging and rewarding work. I look forward to welcoming the successful candidate on board with us.

A handwritten signature in black ink that reads "R. Randall". The signature is fluid and cursive.

Robert Randall

Chief Executive Officer

ACARA's mission

ACARA will improve the learning of all young Australians through world-class school curriculum, assessment and reporting.

ACARA's purpose

- The Australian Curriculum, Assessment and Reporting Authority (ACARA) is an independent statutory authority.
- The key purposes of ACARA are to provide a:
 - national curriculum – from Foundation to Year 12 in specified learning areas.
 - national assessment program - aligned to the national curriculum, it measures students' achievement and progress.
 - national data collection and reporting program that supports analysis, evaluation, research and resource allocation, and accountability and reporting on schools, and broader national achievement.
 - national collaboration and leadership with government and non-government partners in education and other key stakeholders, to maximise high-quality curriculum, assessment and reporting.

ACARA's values

- **Respect** - We value each other and what we bring to ACARA's work; we recognise and accept our diverse backgrounds, and different points of view.
- **Integrity** - We are honest, ethical and fair in all our dealings with one another, our stakeholders and our partners in the community.
- **Collaboration** - We solve problems together, we communicate with each other, we share information, and we all work towards the bigger picture.
- **Professionalism** - We strive at all times to maintain the highest standards of work, to deal with one another sensitively, and to respect the various principles and protocols of our work.
- **Passion** - We believe in the work we do and its power to make a difference.

ACARA was established on 8 December 2008 under the *Australian Curriculum, Assessment and Reporting Authority Act 2008* (the ACARA Act); it began operations with the appointment of the ACARA Board in May 2009.

ACARA is a cooperative enterprise between state and federal jurisdictions, receiving funding for its activities jointly from the Australian Government and state and territory governments.

Endorsement of plans

ACARA prepares a quadrennial work plan and budget for endorsement by the Education Council in accordance with the ACARA Charter. In addition, under current arrangements, each financial year ACARA submits a detailed annual work plan for endorsement by the Council.

ACARA reports its progress against its annual work plan at meetings of the ACARA Board, the Australian Education, Early Childhood Development and Youth Affairs Senior Officials Committee (AEEYSOC), and the Education Council.

The Education Council has recently approved ACARA's quadrennial work plan for 2016-2020.

National education landscape and ACARA's impact

Over the past six years, ACARA has undertaken substantial work to address the initiatives endorsed by the Education Council. The most significant of these include:

- the introduction of the national curriculum
- continuation and enhancement of national testing (including NAPLAN)
- initiation of public reporting on schools through *My School* to facilitate evaluation and accountability.

Our four-year plan: 2016 - 2020

For the Communications and Strategic Relations unit specifically, the next period represents:

- National communications initiatives for the transition to NAPLAN online
- Developing and implementing communication strategies around all releases of information/ publications relating to the Australian Curriculum, national assessment, data collection and reporting.
- Enhancing ACARA's work through consumer understanding, awareness and acceptance.

The Director, Communications and Strategic Relations will be a key member of the executive, working closely with three other Directors (Director Curriculum, General Manager, Assessment and Reporting, and the COO) to enable continuous improvement in these areas.

Location

ACARA is currently based at:
Level 10, 255 Pitt Street
Sydney NSW 2000
(The Sydney Hilton Hotel building)

We will be moving to a new Sydney CBD location from August 2016. ACARA also has smaller offices in Melbourne and Perth.

Find out more about who we are and our work on our websites:

www.acara.edu.au

www.australiancurriculum.edu.au

www.myschool.edu.au

www.nap.edu.au

Position Title	Director, Communications & Strategic Relations	Position No	C&SR1
Business Unit	Communications and Strategic Relations	Classification	Executive
Reports to	Chief Executive Officer	Duration of Contract	3 years
Location	Sydney	FTE	1.0

Position overview

The primary purpose of this position is to provide leadership in the achievement of ACARA's communications objectives.

The Director, Communications and Strategic Relations will work as part of the ACARA executive and lead the development and implementation of the organisation's communications and engagement strategy, providing leadership to build the strategic and operational communications capacity of ACARA and its staff.

The Director will establish strategic relationships with partner, stakeholder and community representatives, monitor issues and have strategies in place to ensure ACARA is, at all times, well positioned to maintain and enhance its reputation.

Key ACARA Accountabilities

1. Comply with and promote WHS practices, policies and procedures and conduct work in a safe manner
2. Commit to, promote and model ACARA's policies including those relating to equity, diversity and sustainability in addition to ACARA's Values and Code of Conduct
3. Participate in and promote the performance and recognition program, including setting objectives, tracking objectives and appraising outcomes
4. Work collaboratively within the business unit and across the organisation to promote communication and information sharing.

Core Position Accountabilities

The core accountabilities of this position are to:

1. Lead and manage communications and strategic relations to achieve the outcomes determined by the CEO and Board
2. Provide high level advice to the CEO and the ACARA Board on communications and strategic relations, policy and emerging issues relevant to the ACARA charter, corporate plan and annual work plan
3. Foster and maintain strong professional working relationships with partners and key stakeholders, interest groups and media, to understand and meet their communication requirements and expectations
4. Manage the development, implementation and integrity of the ACARA brand and ensure that all communication materials contribute to ACARA's objectives and present ACARA's programs as one integrated organisation
5. Ensure websites and social media are used for effective engagement and work to promote ACARA's work to enhance its reputation

6. Develop internal communications channels to enable staff to be kept up to date on ACARA's work so that they can comment constructively and communicate with each other
7. Contribute to a culture where staff have a shared understanding of ACARA's mission and are in a position to reinforce consistent messaging
8. Manage ACARA's out-of-hours media support where required via an on-call media roster
9. Serve as a spokesperson and media contact for ACARA
10. Lead the ACARA Communications team.

Key Relationships

Internal	External
<ul style="list-style-type: none"> ▪ Chief Executive Officer ▪ ACARA executive ▪ ACARA staff 	<ul style="list-style-type: none"> ▪ ACARA Board ▪ Australian media ▪ Senior officers from state and territory school and curriculum authorities

Essential Requirements

Appropriate tertiary qualifications or demonstrated relevant Communications and Strategic Relations management experience.

Skills, Knowledge and Experience (Key Selection Criteria)

To be considered for this role, candidates must be able to demonstrate they have:

1. A significant record of achievement and management experience at a senior level and demonstrated ability to lead, manage and develop staff.
2. Substantial experience in development and implementation of enterprise wide communication and engagement strategies, including the ability to implement operational plans that realise strategic goals.
3. Comprehensive knowledge of communication and stakeholder engagement operations and expertise in working with a wide range of communication channels and media, developing communication strategies and relations, preparing press releases, and articles for publication.
4. A proven record of preparing significant briefings and presentations at Board and senior executive level and to other senior stakeholders.
5. Excellent interpersonal and communication skills complemented by highly effective negotiation and influencing capabilities, with a proven record in sustaining stakeholder relationships.

The appointment process

An executive search is being undertaken by Derwent Executive. They will support the Selection Panel to identify the widest possible field of qualified candidates and assist in the assessment of candidates against the requirements for the role.

How to apply

Applications for the role should include the following:

1. Candidate statement / Cover Letter (1-2 pages)

Intended to be a brief statement outlining suitability for the role as a leader and member of the executive.

2. Response to targeted question (1-2 pages)

Please provide an example of where you have planned and executed a communication plan to achieve a shift in stakeholder views about a contentious issue or change.

3. Curriculum Vitae including (max. 3-5 pages)

- full name, home address, confidential email address, mobile and phone contact details
- nationality and citizenship
- positions held, dates, scope of responsibilities and key achievements
- details of education and qualifications
- any other relevant information, such as involvement in professional and community activities
- current salary package and component parts.

4. Referees

Full contact details of three referees whom the consultant may contact. Referees will be contacted only after prior consultation with the candidate. At least one referee should be a person to whom the candidate has reported to in the past.

It is the candidate's responsibility to ensure that the referees are willing to provide reports when contacted by the consultant or ACARA.

5. Date of commencement

An indication of the earliest date on which the candidate would be available to commence.

Please email your full application (Word format preferred) quoting job number 25574 to apply@derwentexecutive.com.au

For a confidential discussion or to learn more, please contact Andrew McEncroe or Jocelyn Santosa of Derwent Executive:

Andrew McEncroe Partner Derwent Executive t. +61 2 9223 1855 d +61 2 9091 3230 m.+61 (0) 416 018 860 amcencroe@derwentexecutive.com.au	Jocelyn Santosa Principal Derwent Executive t. +61 2 9223 1855 d +61 2 9091 3207 m.+61 (0)438 124 217 jsantosa@derwentexecutive.com.au
--	---

Applications close Monday 25 April 2016, 11.59pm.

Selection Panel interviews to be held May 2016.

ACARA reserves the right to make an appointment following invitation.

Terms of appointment:

ACARA will negotiate an appropriate employment package with the successful candidate.