

LES Position Description

AGENCY	Department of Foreign Affairs and Trade
POSITION NUMBER	AC018
POSITION TITLE	Senior Public Diplomacy Officer
CLASSIFICATION	LE5
SECTION	Political and Economic Section
REPORTS TO (TITLE)	Second Secretary

About the 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.

About the section

The Political-Economic section at the Australian High Commission in Ghana (AHC), provides analysis and advice to the Australian Government on developments in Ghana and the mission's eight other countries of accreditation (Cote d'Ivoire, Sierra Leone, Senegal, Guinea, Liberia, Mali, Burkina Faso and Togo). The section actively builds networks and relationships to help strengthen the broad-ranging bilateral relationship. The section is also responsible for managing strategic communications in support of Australia's interests in West Africa and supports the promotion of Australian investments, primarily in the extractives sector. The section leads on managing high-level visits.

About the position

Under limited direction, the Senior Public Diplomacy Officer will take forward Australia's public diplomacy portfolio, building upon and promoting the broad range of Australian engagement in West Africa. Working closely with management, the role will manage and oversee the planning and delivery of AHC events, conferences, functions, and strategic communications (social media, print, tv, etc). The Officer promotes Australia's profile across West Africa, thus maximising Australia's visibility and influence in the region. The position will be required to undertake evening or weekend duties, as well as occasional driving, heavy lifting, and short-term travel.

Key responsibilities of the position include, but are not limited to:

- Plan, develop and implement a coordinated public diplomacy strategy to promote a positive image of Australia in West Africa, including providing high-level advice to post management to identify opportunities and issues relevant to the public diplomacy agenda, and contribute innovative ideas.
- Manage, plan and coordinate a range of events and initiatives. This includes managing all aspects of delivery of multiple concurrent events – contract and budget management, coordinating stakeholders, logistics, media participation, guest lists, catering, entertainment, and technical support.
- Manage, plan and coordinate strategic communications, including managing AHC's social media, websites, and actively looking for opportunities, content and campaigns to promote Australia in traditional media (TV, print and radio) in Ghana and across the non-resident accreditations.

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- Manage and report on the public diplomacy budget and resources, including analysing financial information and updating management on expenditure and risk in accordance with departmental guidelines.
 - Represent and promote Australia's interests at forums, events and meetings and provide advice on operational and policy issues.
 - Establish, develop and maintain strong working relationships with a range of internal and external stakeholders including journalists, contacts in other diplomatic missions, event contractors and catering suppliers, as well as DFAT's security and property teams.
 - Prepare a range of high-quality written materials including media briefings, proposals and presentations, and report on emerging issues, as needed.
 - Contribute to the planning and briefing for high-level visits and events/meetings, including the development and preparation of visit programs and logistical arrangements.
 - Undertake administrative, other duties and back up as required.

Required Qualifications/Experience/Knowledge/Skills

- Tertiary qualifications in event management, public relations, communications, marketing or journalism and/or equivalent experience working in a related position.
- Experience planning large formal functions, including guest list management, logistics, and contracting.
- Strong digital media literacy, familiarity with popular platforms, and the ability to develop and run social media campaigns and strategies.
- Strong communication, interpersonal and stakeholder engagement skills.
- Highly motivated and ability to work both independently and collaboratively in a small team, using sound judgement to prioritise tasks.
- Strong organisation and time management skills, with attention to detail and capacity to manage multiple deadlines and changing requirements.
- Demonstrated creativity, initiative, and ability to identify and implement improvements.
- Strong understanding of, and networks within, the media environment in Ghana and West Africa more broadly.
- Working-level fluency in French (CEFR B1 level preferred).
- A valid driving licence (including for manual transmission vehicles) with a proven safe driving record, is mandatory.