

LES Position Description

AGENCY	DFAT
POSITION NUMBER	TBC
POSITION TITLE	Senior Public Diplomacy Manager
CLASSIFICATION	LES6
SECTION	Public Diplomacy
REPORTS TO (TITLE)	First Secretary (Political)
EMPLOYMENT TYPE	Ongoing (permanent)

About The Department of Foreign Affairs and Trade (Amend for each agency)

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 position

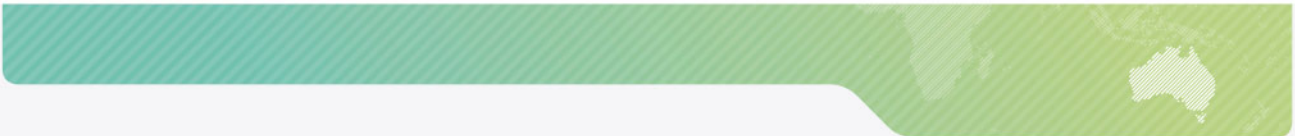
The Senior Public Diplomacy Manager, in consultation with the HOM, devises, develops and implements a program of public affairs campaigns that engage, educate, inform and influence our audience and stakeholders, in order to form strong people-to-people and institutional links that enhances Australia's influence, reputation and relational with Cambodia.

This position contributes to the whole of government strategic plan for the public affairs program in Cambodia. Provides strategic advice on media and public relations issues to Embassy Management team to ensure successful public diplomacy outcomes.

The Senior Public Diplomacy Manager will be required to maintain key relationship with internal and external stakeholders and lead and coordinate all public facing elements of the work of all areas across the Embassy.

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

- Lead and develop the implementation of the whole-of-government strategic plan for the public affairs program, in line with DFAT's Public Diplomacy strategy and the DFAT Business Plan.
- Prepare high-quality policy advice to the Ambassador and Embassy officials on soft power and public diplomacy activities, including reports, briefing papers, and talking points.
- Lead the Public Diplomacy Section to deliver innovative public diplomacy events, including budget and logistics planning. Ensuring the desired outcomes are achieved while exercising good judgement, anticipating sensitivities, and managing them appropriately.
- Promote the Embassy's business objectives by actively managing key stakeholder relationships with the Cambodian media, cultural, and arts sector to identify opportunities, achieve outcomes and facilitate cooperation, as well as representing the Embassy and/or Public Diplomacy Section at meetings, conferences or seminars.

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- Coordinate contract negotiations for venue hire, catering, and artist fees, including developing scope, managing tendering processes and managing contract performance.
 - Coordinate and manage sponsors and sponsor relations for specific engagements and develop wider sponsorship and partnership agreements that support the public diplomacy program.
 - Manage the Embassy's interaction with traditional social media, using them to present a positive image of Australia to Cambodian audience while reflecting key policy priorities.
 - Lead on media components of Ministerial and High-Level Official visits to Cambodia.
 - Build team capability through coaching, providing performance feedback, conflict resolution and encourage career development for the Public Diplomacy Section.

Required Qualifications/Experience/Knowledge/Skills

- A qualification in relevant field is desirable, but not mandatory.
- Professional experience in a communication, media, or related field.
- Experience in creating and managing public diplomacy campaigns and online social media presence.
- Demonstrated ability to manage projects and programs, in particular public events, and intercultural programs.
- Excellent writing, editing and narrative creation in English and in Khmer at tertiary fluency level.
- Strong audience appreciation to help tailor Australian messaging for a Cambodian context.
- Experience measuring and analysing media and social media messaging performance.
- Excellent organisational skills and the ability work under pressure, meet deadlines and prioritise tasks to manage a busy agenda of activities and events.
- Strong interpersonal skills, including liaison and representational skills, and the ability to maintain and leverage a network of diplomatic, media and event management contacts.
- Ability to work in a small team, but also with other teams across the Embassy.