



Australian Government

Australian Embassy, Brazil
Department of Foreign Affairs and Trade

RECRUITMENT DOCUMENTATION

Title: Public Affairs and Media Officer (PAM) - Brazil

Status: Temporary **(up to 12 months)**

Agency/Branch/Work Unit: Political and Economic Section

Applications to be delivered to:

Nadia Miranda
Human Resources Manager
Embaixada da Austrália
SES Quadra 801 Conjunto K Lote 07
Brasília – DF CEP 70200-010

Applications opening date: 10 July 2016

Applications closing Date: 7 August 2016

Salary

BRL 5,795.00 gross salary per month.

Contract

This is a full time position, available on a temporary basis. The successful applicant will be hired on a set-period contract (up to 12-months of duration), as per the specific regulations for set-period contract under the Brazilian labour law. Locally engaged terms and conditions of service apply.

Eligibility

Only persons who can demonstrate a lawful right to work in Brazil will be considered for this vacancy. The Australian Embassy is unable to sponsor candidates for work visas and all relocation costs are at the expense of the officer, including travel, personal effects and accommodation in Brasilia.

Position Overview

The Department of Foreign Affairs and Trade (DFAT) helps make Australia stronger, safer and more prosperous by promoting and protecting Australia's interests internationally and contributing to global stability and economic growth. This includes projecting a positive and contemporary image of Australia as a destination for business, investment, tourism and study and, through this, enhancing Australia's influence and relationships in order to advance its foreign policy and economic objectives.

The Public Affairs and Media Officer (PAM) is responsible for helping to promote Australia's image and a more sophisticated understanding in Brazil through media (traditional, digital and social) and through public diplomacy in culture, science, education, technology, economy, sports and fashion. The position will work closely with Australian diplomats as well as other locally engaged staff in the political economic section of the Embassy. The position reports to the Deputy Head of Mission at the Embassy in Brasilia.

The Embassy has recently delivered a highly successful cultural festival in Brazil – *Australian now* – the largest cultural festival that Australia has ever held in Latin America. The PAM will help the Embassy to create a lasting legacy from the *Australia now* festival by developing and maintaining contacts and relationships established

through the festival, and by developing, coordinating and managing public diplomacy events. Developing an enhanced profile for the Embassy in traditional media across Brazil will also be an important role. The position will also professionalise and build on the Embassy's successful social media platforms. Fluency in English and Portuguese language is essential.

For a full list of duties and the selection criteria for this position, please [see below](#).

Application

In order to ensure that your application is eligible for consideration, please provide a completed application form. Applicants must address the selection criteria as outlined in the [application form](#). Applicants are advised to include key examples demonstrating their ability against each selection criterion.

Contact Officer

Information about the position can be obtained from the contact officer. Requests for information must be sent via email to Nadia Miranda, HR Manager, at nadia.l.miranda@dfat.gov.au. Please include your full name, your contact telephone numbers and any times you are not available to be contacted in your email. Wherever possible, the contact officer will respond to you within three business days of receipt of your email.

Application Closing Date

Applications for this position close at 17:00pm on Friday 7 August 2016. ***Applications received after the closing date will not be considered.***

If you have not been contacted within three weeks of the closing date, please assume that your application has not been successful on this occasion.

Applications should be mailed/delivered to the Embassy address listed in this document. Email applications will not be accepted.

Security, character and police checks may be conducted during the selection process.

Position Description

Under the direction of the Ambassador and other Embassy staff, the PAM will contribute to the Embassy's rapidly growing public diplomacy agenda in culture, science and technology, education and alumni, sports and fashion. The position will also develop capacity for the Embassy to engage more with traditional media, including through the provision of advice on media, the placement of opinion articles and in responding to media inquiries. The position will also contribute to the Embassy's burgeoning social media presence.

The key responsibilities and duties include but are not limited to some or all of the following:

- Coordinate public affairs and cultural events on behalf of the Embassy to promote the image of Australia, including supporting visits by Australian officials to Brazil and Brazilian officials to Australia.
- Liaise closely with A-based public diplomacy officer, Education Counsellor and Austrade to develop and cross-promote education/alumni, science and technology, and innovation events.
- Develop and maintain media contacts in major Brazilian cities in the context of the annual public diplomacy strategy and keep those contacts informed of developments in Australia.
- Provide media advice to the Ambassador and other Embassy staff, offering insight and briefings on local media and journalists, suggesting op-ed placements and advising on interviews.
- Under supervision of relevant Embassy staff, monitor, manage and respond to media inquiries.
- Assist in the placement in media of Ambassador's op-eds and preparation of Ambassador's speeches and briefings for media interviews; assist Consul with consular media cases if required.
- Monitor and keep a record of media references to Australia and provide reports to the Ambassador and Australia-based officers as appropriate.
- In conjunction with the Second/Third Secretary, Education Counsellor and Public Diplomacy Branch develop and regularly update social media engagement and growth strategies for the Embassy's Facebook, Instagram and Twitter accounts and liaise with Austrade on the strategy for their LinkedIn platform. Engage with other Embassies in Brasilia on best practice and coordinated campaigns. Monitor progress and prepare reports on digital by default wins for distribution throughout the DFAT network.
- Maintain contacts' database for Embassy events and meetings (in close consultation with HOM PA).
- The PAM position contributes to planning the PD strategy for the Financial Year (activities, events and campaigns to be held in all parts of Brazil) as well as preparing the corresponding bid for funds.
- As required, assist with the planning and organisation of other major events.

Qualifications/Experience

- Sound understanding of and experience in public and/or media relations.
- University degree in public relations or equivalent highly desirable.
- Excellent written and oral language skills in both English and Portuguese. Ability to act as an interpreter and translator between these languages and write reports in either language.
- Events management experience.
- Established press contacts desirable.
- Experience managing social media for a company or organisation (including web, Facebook, twitter, Instagram).
- Strong liaison, representational and interpersonal skills, including an ability to liaise with the Embassy's external stakeholders, to provide accurate and timely advice and to manage clients in difficult situations.
- Excellent interpersonal and communication skills, including in developing relationships with the media, cultural, sports, fashion, education/alumni, science/technology and civil society contacts and the public.
- Knowledge of the local cultural environment, in order to promote Australia and to organise events.
- Capacity to manage sensitive information.
- Knowledge of IT, including facility with contacts' and other databases.
- Ability to work with limited direction, to manage multiple tasks and initiate and set priorities.
- Ability to plan strategically.
- Strong ability to exercise good judgement. Well-developed problem solving skills and appropriate escalation of issues.

Selection Criteria

Essential

1. A strong understanding of and experience in media and events management in Brazil.
2. Ability to undertake research and to maintain a wide range of relevant contacts across Brazil.
3. Demonstrated high level oral and written communication skills in English and Portuguese, including proficiency in report writing in both languages.
4. Ability to monitor the media, provide advice on and respond to media inquiries.
5. Strong liaison, representational and interpersonal skills, including an ability to contribute effectively as a member of a team.
6. High-level organisational skills, including the ability to identify priorities and to plan and deliver events.
7. Knowledge of, interest and experience in some of the following sectors in Brazil: culture, science/technology, education, sports, fashion.
8. Sound understanding of or experience with social media platforms.