



LES Position Description – Strategic Communications Manager

AGENCY	Department of Foreign Affairs and Trade
POSITION NUMBER	IS1034
POSITION TITLE	Strategic Communications Manager
CLASSIFICATION	LE6
STARTING MONTHLY SALARY	From PKR 434,358.00
SECTION	Political and Economic Section
REPORTS TO (TITLE)	Deputy Head of Mission

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

With limited direction, the Strategic Communications Manager works to established policies and procedures to provide strategic management and leadership of the High Commission's public diplomacy and media liaison function. This involves close coordination between the High Commission, partner agencies and key stakeholders to maximise public diplomacy and media opportunities. The importance of our social media platforms for promoting our interests makes this a high priority role for Post and for DFAT.

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

- Lead the planning, development and implementation of the High Commission's strategic communications and public diplomacy programs, in consultation with diplomatic staff at the High Commission, which promote Australia's economic, creative, cultural, sporting, innovation and science and education assets.
- Develop and strengthen strategic communications relationships across a broad range of stakeholders, including community organisations, senior and middle management, government officials, private sector representatives, international and regional organisations and other diplomatic missions.
- Manage existing social media platforms of the High Commission and develop and implement future social media platform opportunities.
- Provide advice and recommend strategic direction with external public messaging to Home Affairs, ACIAR, Austrade, Defence and AFP and advise on their respective social media plans.
- Lead projects with external contractors and consultants on communications outputs including for the Australia Awards program in Pakistan.
- Create, develop and maintain relationships with media contacts to support strategic communication work, achieve work area and department goals and objectives and mitigate reputational risks.



- Monitor and evaluate the effectiveness of the High Commission's strategic communications and social media outputs, producing a range of high-quality written materials and policy advice including briefing, correspondence, proposals, presentations, speeches, and minutes to inform activity progress, emerging issues, and key risks.
- Oversee strategic communications planning and associated budgets and execute public diplomacy events including coordinating activities with other Australian Embassies and High Commissions in the region.
- Initiate and manage the design and production of strategic communications materials and marketing campaigns for events, including alumni engagement activities.
- Work in close coordination with the High Commission's partner agencies, contracted companies, and key stakeholders to maximise public diplomacy, social media presence and media opportunities.
- Work closely with High Commission staff, to plan and implement activities to strengthen engagement with Australian Alumni.

Required Qualifications/Experience/Knowledge/Skills

- At least five years' work experience in a relevant area, including communications, public relations, media, marketing, or public diplomacy.
- Fluent oral and written English communication skills, including an ability to draft high-quality speeches and social media posts, and strong Urdu language skills.
- Demonstrated experience of engaging with media, including social media, and in producing marketing material.
- Experience with managing people, and in building and maintaining effective and influential networks.
- Experience in coordinating and delivering well-organised large-scale events.
- Demonstrated competence in using the Microsoft suite of software products.
- Experience in building and maintaining a wide range of relevant contacts and supporting databases.
- Experience with graphic design and videography is highly desirable but not essential.
- Knowledge of / familiarity with Australia would be desirable but not essential.