



**Australian Government**

**IP Australia**



Welcome to IP Australia, where we are committed to delivering world leading IP services that are modern, effective and efficient to ensure all Australians benefit from great ideas. Through innovative solutions we pursue productivity and quality improvements that underpin our customer-focused agency.

Our Future Way of Working program, which will see increased collaboration and productivity among our staff in activity based working environments. We will continue to implement best practice workforce planning to ensure we attract the best and brightest minds, provide challenging opportunities to develop leadership and management skills.

Our people remain our greatest asset.

We will continue to invest in talent and capability development to build the workforce of the future. By encouraging diversity of thought and a culture of curiosity we inspire leadership and accountability at all levels.

IP Australia strongly believes in having the right people, place and technology platforms to support a world leading IP system and enable flexible working.

We continue to implement best practice workforce planning to ensure we attract the best and brightest minds, provide challenging opportunities to develop leadership and management skills, and reinforce our position as leaders of IP rights administration in the region.

Michael Schwager  
Director-General  
IP Australia



## Position Profile

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<b>Position Title:</b>	Platforms and Multimedia Officer
<b>Classification:</b>	APS5 - \$77,019 - \$82,536
<b>Position Number:</b>	5836
<b>Tenure:</b>	Ongoing
<b>Duration:</b>	Permanent
<b>Section:</b>	Digital Platforms and User Experience
<b>Group:</b>	Customer Experience
<b>Division:</b>	Corporate Services
<b>Location:</b>	ACT
<b>Immediate Supervisor:</b>	Executive Level 1
<b>Security Classification:</b>	ENTRY ONLY

### Group Responsibilities

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The role of Customer Experience Group is to deliver on IP Australia's aim to strengthen both our internal operations and our engagement with customers to support job creation and economic growth through the IP rights system. This is achieved by ensuring sound processes are in place for IP Rights processing; management and administration of the customer Contact Centre and customer feedback channels; and the delivery of external communications and digital engagement services.

The Group ensures IP Australia's education and awareness activities are aligned, targeted and effective and facilitate a broader understanding of the value of, and access to the intellectual property system among our customers and stakeholders. The Group plays a lead role in building Customer Centric capability across IP Australia by designing activities that maintain a focus on quality and efficient customer service to better meet customer needs both now and into the future.

### Section Responsibilities

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The Digital Platforms and User Experience team (DPUE) in Customer Experience Group (CEG) is responsible for optimising IP Australia's online presence to deliver a contemporary experience for customers. Within DPUE there are three areas of focus working together in support of IP Australia's achievement of the corporate plan. The team owns the management (and continuous improvement) of our core digital platforms and IP Australia's multimedia and brand, with the customer experience at the heart of everything we do. The multidisciplinary team consists of project managers, website administrators, designers, customer experience managers, graphic designers, multimedia, photographers, video production specialists, and content specialists.

### Position Description / Context of the Role

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The Platforms and Multimedia Officer works in a small team to develop and maintain quality online products, that ultimately support and educate IP Australia's audience (internal and external).

They utilise contemporary design methodologies to develop innovative and engaging rich content solutions. They also work with subject matter experts to assess the scope and intended outcomes to determine the most appropriate medium for delivery.

The role requires creative flair and experience in developing high quality content across multiple formats, experience in rich content production, including storyboarding, scripting, filming and post production is highly desirable.

## Position Specific Duties

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- Design, develop and deliver rich content solutions, including online learning, traditional learning and learning support materials for IP Australia's initiatives
- Review, evaluate and update IP Australia's rich content
- Provide subject matter expertise to others in the design and development of rich content
- Translate audience and communication needs into engaging solutions
- Participate in communities of practice and other knowledge sharing forums
- Engage with stakeholders on design, testing and evaluation
- Provide project coordination and support to a range of DPUE projects
- Demonstrates attitudes and behaviours responsive to workplace change (including participates in and encourages others to participate in change and contribute to successful outcomes)
- Establishes clear expectations and creates an environment to achieve stated goals and objectives, takes ownership and honours commitments
- Maintains an understanding of their/worker responsibilities under the *Work Health & Safety Act 2011* (WHS Act) and a commitment to promoting a healthy and safe workplace.

## Position Specific Capabilities

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- Ability to manage multiple projects, programs and tasks simultaneously, all with conflicting deadlines and timeframes
- High levels of digital literacy across a range of applications including MS Office, BRIK, Learnhub and Adobe Creative Cloud
- Communication skills, including the ability to give, receive and implement feedback
- Ability to build networks and relationships and to engage with stakeholders
- Project administration and coordination skills
- Learning design and learning development skills (including blueprints, storyboarding and session planning)
- Learning review and evaluation skills
- Ability to meet deadlines and prioritise work
- Ability to work effectively in a team
- Ability to demonstrate creativity and be innovative
- Ability to deliver consistent quality outcomes

Please note: Applicants are encouraged to refer to the attached Capability Framework documentation which outlines agency wide behavioural descriptions for the five core capabilities at this classification.

## Eligibility Qualifications / Knowledge Required

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- Experience in the design, development and maintenance of rich content is highly desirable
- Experience in using design tools such as Adobe Creative Cloud (or equivalent) applications is highly desirable
- Experience in video production, including planning, scripting, filming and post-production is required.

## Contact Officer

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For further information pertaining to this job please contact Chris Sharrock on 02 6283 2570

## Working at IP Australia

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IP Australia recognises the importance of employees balancing their work and personal lives by offering staff access to an ongoing series of health and wellbeing programs, flexible work-life policies and a range of professional development programs. IP Australia is a breastfeeding friendly workplace and has an onsite childcare facility with priority enrolment for IP Australia employees.

The IP Australia office in Canberra provides high quality accommodation and facilities. These include: an on-site café, conference, meeting and training rooms; limited on-site parking for cars and motor cycles available on a rotational basis; the provision of undercover bicycle racks; excellent shower/change facilities for staff choosing to walk or ride to work; and the advantage of all staff being co-located in the one building.

  
**Live  
Work  
Achieve**  
**IP AUSTRALIA - TOGETHER WE CAN.**

- **FLEXIBILITY**  
Maintain a balanced lifestyle.
- **PRIDE IN THE WORK WE DO**  
Contribute to high quality outcomes every day.
- **A SENSE OF BELONGING**  
Enjoy a sense of belonging and purpose, rich with diversity.
- **PROFESSIONALISM**  
Use your expertise in a rewarding and fulfilling environment.
- **INTERNATIONAL REPUTATION**  
Work with world leaders in intellectual property.
- **THE AUSTRALIAN PUBLIC SERVICE**  
Experience all the advantages of the APS, with the size and agility of enterprise.

## Working in the APS

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Australian Public Service (APS) Values guide us through our working lives, setting expectations for shared behaviour that keep our workplace harmonious and productive. The values are also a promise to the people of Australia that we can be trusted to act with integrity, in their service and in accordance with the Public Service Code of Conduct.



## IP Australia Capability Framework – relevant to APS5



### Agility and innovation – develop and contribute to outcomes using an agile and innovative approach

- Display adaptability and flexibility in changing circumstances and diverse situations.
- Question conventional approaches in the process of developing and applying alternative solutions.
- Research and suggest innovative improvements to team and individual tasks, processes and procedures, looking for better ways to achieve the desired outcome.
- Contribute to the team's innovative problem solving through collaboration, inclusion and the sharing of information.



### Customer centric – develop and contribute to quality customer centric outcomes

- Liaise with and provide advice and recommendations in area of expertise to a wide variety of customers.
- Contribute to quality service outcomes through demonstrating a thorough knowledge of the services.
- Work collaboratively to achieve the best result for customers.
- Respond to a broad range of service requests contributing to resolving complex issues with a solution focus to meet customer needs.



### Data literacy – develop and contribute to appropriate use and creation of data

- Ensure the data needed to make sound decisions is appropriately sourced and documented.
- Contribute to the development of data and information.
- Contribute to the generation of new ideas using available data and information.
- Understand the frameworks that guide data use and the context in which data is used in the APS.
- Understand the type of data created and used in the work area and have the ability to use the data systems and tools available.



### Engages with risk – develop and contribute to positive risk behaviour

- Show an awareness of risk management and understand risks involved with role.
- Consider risk when creating solutions and show personal courage.
- Demonstrate own risk management capability in line with risk framework.
- Identify complex issues and consult appropriately with peers and managers.



### People, network and self-leadership – develop and contribute to authentic leadership behaviour

- Develop and understand principles of performance management to effectively manage own and staff performance.
- Model behaviours consistent with flexibility and adaptability in the face of challenging and changes in our work environment.
- Develop networks through new and existing relationships across the business.
- Recognise own limitations in understanding an issue and undertake further development.
- Respond proactively to feedback and look for opportunities to extend knowledge, skills and experience.





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## Job Specific Technical Capabilities

- Uses, interprets and explains relevant standards, frameworks, policies, guidelines, and/or legislation.
- Uses effective, current techniques and practices.
- Identifies, interprets and applies relevant information and sound evidence when investigating an issue or topic.
- Seeks, adapts or develops new methods to explore or analyse data or information.
- Uses relevant expertise and knowledge to effectively support a recommendation or position.
- Assists others to locate relevant technical knowledge.

*\*The above does not apply to IPRD Trainees. For Trainee expectations refer to IP Rights Learning and Development Manual*