



Australian Government

IP Australia



Thank you for considering IP Australia as your next career opportunity. 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 people are our greatest asset.

We 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.

I am extremely proud of our commitment to a diverse workforce that represents the broader population. We want all employees to feel safe in embracing their true selves in the workplace. Having a diverse workforce opens a world of possibility, enabling us to draw on ways of thinking and ways of being that come from a different understanding of the world.

To ensure we attract the best and brightest minds, we continue to implement best practice workforce planning. Careers at IP Australia

provide challenging opportunities to develop leadership and management skills, contributing to our position as leaders of IP rights administration in the region.

IP Australia recognises the benefits of flexible working arrangements to individuals with better work-life balance and personal wellbeing, to teams that are more agile, dynamic and inclusive and to the organisation by being better able to attract and retain talented staff.

Michael Schwager
Director-General
IP Australia





Candidate Kit

Position Title:	Senior Advisor Public Education & Awareness
Classification:	APS Level 6
Employment status:	Ongoing
Number of vacancies:	One
Employment type:	Full-time or part-time
Salary:	\$95,395 - \$108,365 + 15.4% employer super contribution (pro-rated for part-time)
Section:	Public Education & Awareness
Group:	Customer Experience
Location:	Flexible location - IP Australia employees can work from anywhere in Australia, providing they can maintain a safe and productive working environment. We have offices in Canberra (Ngunnawal Country) and Melbourne (Naarm), and a shared hub in Sydney (Gadigal Country). Employees close to these locations can maintain a hybrid approach of working in the office and from home.
Security Classification:	Entry level only
Contact officer	Julie Wheway (02) 6210 4010 julie.wheway@ipaustalia.gov.au

Group Responsibilities

IP Australia is the Australian Government agency that administers intellectual property (IP) rights and legislation relating to patents, trade marks, design rights and plant breeder's rights. IP Australia fosters increased innovation, investment, and trade in Australia by contributing to the innovation system more broadly, using our skills and experience to advise government and Australian business to make the most of their IP.

The Customer Experience Group is responsible for understanding the customer journey and identifying and implementing customer service improvements across IP Australia. 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; the delivery of communication services; and effective management of externally facing digital products.

The Group ensures IP Australia's education activities are aligned, targeted and effective to 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 providing insight and expertise to inform better decision making.

This drives high quality, effective customer service to meet customer needs both now and into the future.

Section Responsibilities

The Public Education and Awareness Team strategically promotes the importance of intellectual property and provide Australians with the tools and information they need to make informed business decisions. The team works collaboratively to ensure a consistent and cohesive approach to public education and awareness activities that meet agency strategic priorities. The team also identifies and defines key metrics and supporting methodology to ensure robust evaluation.

Our guiding principles are to be:

1. Customer centric
2. Evidence-based
3. Digitally focused.

Key activities include:

- Delivering proactive outreach programs designed to inform and educate Australian businesses, with a particular focus on small and medium-sized enterprises.
- Establishing and leveraging strategic partnerships with Government agencies, industry partners, and universities to promote the value of the IP system and maximise its impact.
- Developing engaging and impactful communications materials, maximising reach through effective use of multimedia channels.

Our Opportunity

We have a specific and important role in reaching Australian innovators and business owners to increase awareness of intellectual property protection and provide information to enable inclusive access to and engagement with the IP system.

We do this by uplifting understanding of the benefits of IP protection in the broader innovation and business ecosystems. The team is externally focused, and the key activities are - managing a network of partners, developing impactful communications materials, educational tools and resources, and designing and delivering engagement activities.

As part of the Public Education and Awareness team, the Senior Advisor will:

- Develop and deliver accessible and engaging communications content (such as news articles, social media, presentation materials, factsheets/collateral and campaign management) for our partners and stakeholders to promote IP information and increase understanding of IP rights among industry, government and the university sectors.
- Develop and manage relationships with existing partners and other external stakeholders to
 - (i) understand their IP education needs and/or those of their stakeholders, and
 - (ii) identify how we can help address those needs.
- Identify relevant events and the appropriate level of engagement to build IP awareness and uplift knowledge.
- Plan, promote, and host or present online and in-person IP education sessions, in collaboration with strategic partners or IP Australia colleagues.
- Develop, implement and evaluate stakeholder engagement activities, communication strategies and public education campaigns, using data to inform continued improvement.
- Build and maintain collaborative working relationships with colleagues, managers and key stakeholders, working across the agency to develop and deliver engaging communications products for external audiences.
- Support the Director and Assistant Directors on delivering objectives, and in meeting ad hoc demands.

At the end of the recruitment process, a merit pool of suitable candidates may be created. Those found suitable will be advised that they have been placed in the pool. The merit pool is valid for 18 months from the date the process was advertised. The merit pool may be used throughout the period to fill similar positions in the event positions become vacant.

Job specific capabilities and experience

The skills required to support success in this role are adaptability, creativity, a “can-do” attitude, and the ability to thrive in a highly dynamic and sometimes reactive workplace. The ability to pivot and make changes to meet the needs and preferences of our audience is critical, as are highly developed organisational skills. A background in stakeholder engagement, marketing and/ or communications will be highly regarded.

The successful applicant will have the following experience and capabilities:

- Experience in sourcing, writing and editing accessible and engaging communications content for a range of digital and traditional channels to required standards, including websites, social media and printed publications.
- Strong people skills and the ability to work flexibly and collaboratively in a fast-paced environment.
- Experience with managing and meeting the needs of internal and external customers.
- Capacity to operate both independently, using initiative and self-direction, and as a team member, to produce consistently high-quality work and meet deadlines.
- Demonstrated capability in successfully managing competing priorities and completing tasks within set timeframes.
- A positive outlook and enthusiasm for task, with a demonstrated willingness to provide high levels of customer service, displaying a customer centric attitude – putting the customer at the centre of all actions.
- A willingness to try new things, to learn and to contribute to the continuous improvement of the function.
- Demonstrated ability to learn ‘on the job’ and ‘get stuff done’.
- Demonstrated sound professional judgement.

It is expected that all IP Australia employees:

- demonstrate attitudes and behaviours responsive to workplace change (including participate in and encourage others to participate in change and contribute to successful outcomes)
- improve organisational performance through effective engagement with and management of risk within relevant sphere of influence

- establish clear expectations and create an environment to achieve stated goals and objectives, take ownership and honour commitments
- uphold and maintain the APS Values and Code of Conduct
- maintain 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.

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

Eligibility requirements for employment at IP Australia

Under section 22(8) of the *Public Service Act 1999*, employees must be Australian citizens to be employed in the Australian Public Service (APS).

All applicants offered employment will be required to successfully undergo a pre-engagement screening check, even if they have a security clearance. The screening check involves reviewing your background & personal circumstances to minimise risks in giving access to IP Australia information/resources. This screening check is conducted in accordance with the Australian Government Protective Security Policy Framework requirements.

Some applicants may be able to obtain and maintain a security clearance at a specified clearance level – please check the vacancy information section for security clearance requirements.

The successful applicant must be willing to disclose all relevant and required information.

How to apply

Applications must be submitted through IP Australia's online recruitment system, IP Hire. If you have difficulties using IP Hire, please contact the Recruitment Solutions team on 02 6283 2567.

To apply for this vacancy, you are asked to complete the online application form which includes submitting:

- A one-page statement (max 750 words) outlining how your skills, knowledge, and experience make you the right person for the role. You should include details of relevant achievements/examples that demonstrate your suitability.
- A current CV detailing recent employment history which is relevant to the advertised position.
- The name and contact details of two referees.

Most of the communication you'll receive about this process will be via email so please take this into consideration when submitting your application. For example, it is best not to use a work email if you are going on leave as we cannot change the process to accommodate the non-receipt of emails.

How you will be assessed

IP Australia uses a competitive merit-based recruitment process. Candidates will be assessed against the job specific capabilities and duties, so it is important you frame your response around these.

IP Australia has its own capability framework that provides clarity and consistency for a professional and highly competent workforce, now and into the future. There are five core capabilities, relevant to each classification, and a +1 technical capability which varies depending on the role.

IP Australia uses a range of assessment methods which may include application and resume assessment, interview and/or written assessment and/or psychometric assessment and the collection of a referee report/s.

Diversity and inclusion

We celebrate and champion diversity to ensure we reflect the community we serve, and pride ourselves on our inclusive culture. We welcome applications from Aboriginal and Torres Strait Islander peoples, people of all genders, people with disability, people from culturally and linguistically diverse backgrounds, those who identify as LGBTQA+, mature aged employees and carers.

Reasonable adjustments

We want you to be able to shine in the assessment process so if you require any personalised adjustments to assist you to participate fully in this recruitment process, please indicate this in your application form (or by contacting the Recruitment Solutions Team).

A member of either the Recruitment Solutions Team or the Selection Panel will contact you to discuss your needs. All reasonable requests for adjustments will be facilitated if possible. Personalised adjustments are also available to employees who commence with IP Australia to assist them to perform the duties of their role to the best of their ability.

Any information provided is private and confidential and will only be used to provide accommodations and will in no way determine the outcome of an application.

RecruitAbility

The [RecruitAbility scheme](#) has been applied to this vacancy. RecruitAbility is a scheme which aims to attract and develop applicants with disability.

Applicants with disability who opt into the scheme; declare they have disability; and meet the minimum inherent requirements of the vacancy will be advanced to a later stage in the selection process. Merit remains the basis for engagement and promotion.



About IP Australia

IP Australia is the Australian Government agency responsible for administering Australia's intellectual property (IP) rights system, specifically patents, trademarks, designs, and plant breeder's rights. IP Australia also undertakes programs to educate and promote an awareness of IP, provides IP policy input to Government, develops legislation to support the IP system and contributes to bilateral and multilateral negotiations to improve IP protection internationally.

Australia's IP rights system supports innovation, investment, and international competitiveness. IP investment in Australia is valued at about 40 billion dollars.

We are an Australian Government agency with a passion for bright ideas, offering a great work-life balance, flexible working arrangements and rewarding career paths in the IP industry and/or Australian Public Service.

IP Australia embraces flexibility, including hours and location. Most of our roles can be done from anywhere in Australia, as long as you have reliable internet connection and an appropriate office set-up. We have offices in Canberra (Ngunnawal Country) and Melbourne (Naarm) for employees who are located within a reasonable distance to the office and most employees work a mixture of days in the office and days from home. Employees who are not located near an office, work completely remotely.



Working in the APS

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](#).

You can find out more about the APS's Employee Value Proposition here: [Work with us | APS jobs](#)



CAPABILITY FRAMEWORK - RELEVANT TO APS 6



Agility and innovation – create and deliver outcomes using agile and innovative approaches

- Model adaptability and flexibility in changing circumstances and diverse situations.
- Identify, capture and actively drive change activities, including supporting others to adapt to change and improve the broader team.
- Collaboratively provide input into the development of solutions for complex situations; question conventional approaches when developing alternative solutions and make recommendations.
- Strengthen the team's innovative problem solving through collaboration, consultation and inclusion.
- Demonstrate behaviours consistent with embracing change and new ideas; model and support staff to fail fast and apply learnings.



Customer centric – create and deliver quality customer centric outcomes

- Maintain relationships with key customers to enable quality service outcomes.
- Manage activities and support the team to provide quality service outcomes.
- Respond to a broad range of service requests resolving complex issues with a solutions focus to meet customer needs.
- Work collaboratively across business groups to negotiate and manage service activities, achieving the best result for customers.
- Contribute to the development and evaluation of service standards. Apply these standards to resolve or escalate issues and give technical briefings to staff members and customers.



Data literacy – create and deliver, appropriately use data

- Assist with research and analysis relevant to business needs and make recommendations to support decision-making.
- Be aware of the type of data created and used in own work area and have a basic ability to use the data systems and tools available.
- Ask questions to identify problems, and research the data to inform the audience of potential solutions.
- Adapt information in the appropriate medium, and then communicate and deliver data to the target audience.
- Manage resources in line with quality measures and align with performance expectations.



Engages with risk – create and deliver positive risk behaviour

- Collaborate with colleagues and stakeholders to improve the way that risk is managed.
- Provide active oversight of risks, explore alternatives and show personal courage.
- Model a workplace where individuals and the team can take risks, accept failure, communicate openly and apply learnings.
- Identify risk information critical to making an informed decision.
- Manage tolerable risk and escalate as required.



People, network and self-leadership – create and deliver authentic leadership behaviour

- Seek out feedback on own performance; respond proactively and make appropriate changes.
- Engage with the team to model behaviours including resilience, flexibility and persistence in changing and challenging environments.
- Develop and strengthen new and existing relationships across the business; support business objectives and make recommendations.
- Take responsibility for identifying development needs of your own staff through authentic performance conversations.
- Hold yourself and others to account when behavioural expectations are not met.



Job Specific Technical Capabilities

- Researches, maintains knowledge of, interprets and applies relevant legislation.
- Provides advice and interpretation within technical or specialist area.
- Applies comprehensive knowledge of the technical field to address complex matters and/or undertake thorough analyses.
- Uses current methods or tools to explore and resolve complex issues.
- Finds and shares new ways to analyse and present information.
- Shares specialised knowledge and experience with others and assists others to develop technical skills and locate relevant information.