

## EDUCATION, SCIENCE AND TRAINING

### SENATE LEGISLATION COMMITTEE – QUESTIONS ON NOTICE 2003-2004 BUDGET ESTIMATES HEARING

**Outcome:** CSIRO  
**Output Group:** CSIRO

#### DEST Question No. E221\_04

Senator Carr asked on 4 June 2003.

#### Question:

CSIRO Director Communications

- (a) What background and qualifications are regarded by CSIRO as essential for its Director Communications? Is the most important attribute to possess “a strong network of contacts within government”, followed by experience in media relations, as listed in the advertisement for the position?
- (b) What background and qualifications in science and science media are required by CSIRO for its Director Communications?  
What scientific background is desirable?  
Why does the advertisement for this position fail to mention qualifications and experience in science and science journalism or communications?
- (c) Please explain the role envisaged for this position. Is this the same position that was formerly occupied by Ms Jay? If not, how has the position description been altered?
- (d) Please provide the Committee with the full position description for this new position, and also that applying to Ms Jay’s former position.

#### Answer:

CSIRO has provided the following response.

#### *Director of Communications – Requirements of the Position*

- (a) The detailed requirements for the position are outlined in the attached document (Attachment A) and, ultimately, a choice will need to be made as to which candidate best meets as many of the “ideal” attributes, skills and experience as possible. Clearly, a strong background in communication activities is essential together with an ability to communicate effectively and influence across all levels and audiences. Experience would need to include media relations, interactions and networks with at least some areas of Government and more general public policy development.
- (b) An exposure to and/or understanding of strategic research and science issues, either through some training in the area or experience in a similar environment are highly desirable. The advertisement does not specifically require science qualifications so as not to limit the potential field at an early stage.
- (c) Refer attached detailed descriptions (Attachment A). The position is similar to that occupied by Ms Di Jay - there have been some minor changes to the requirements. One area which is receiving greater emphasis in both this process and in general communication strategy is the science focus of the Organisation and the importance of clearly establishing CSIRO’s unique position with government and other key stakeholders.

- (d) "Position and Candidate Specification" documents for both the current position (Attachment A) and the former position (Attachment B) are provided.