



**ACT**  
Government

Transport Canberra  
and City Services

# RECRUITMENT TOOLKIT



# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

TCCS is a great place to work and we want to communicate this to potential applicants. We have developed a collection of content that we can use to attract the right people to our organisation. This content can also help existing employees to understand what their workplace offers.

### How to use this toolkit

When you are creating any sort of recruitment promotion, check this toolkit for content that you can use. You can copy and paste words from this document or follow links to images or branding guidelines.

The content in this toolkit can be used for:

- Job advertisements
- Position descriptions
- Careers fairs
- Posters or flyers \*
- Social media or LinkedIn \*
- TCCS website \*

\*Note that external communications still need to adhere to ACT Government Branding Guidelines and be approved by TCCS Communications.





# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### Why use this toolkit?

In order to build and maintain a great workforce, we need to attract quality, fit for purpose applicants to our positions. We compete with the Commonwealth Government, the private sector and interstate employers, so we need to promote ourselves in a way that helps people understand why they should choose us.

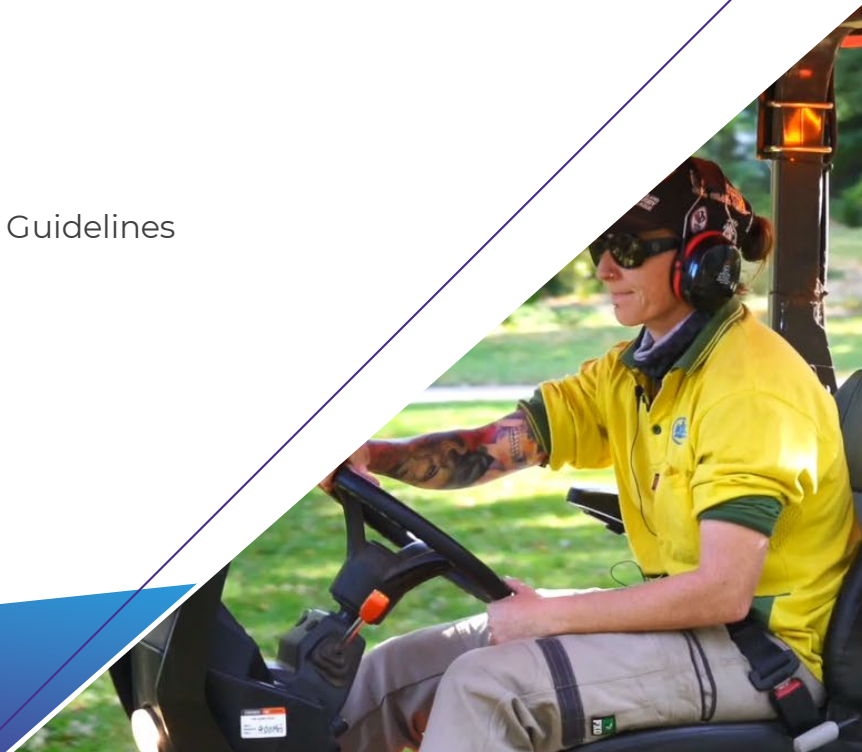
Traditional recruitment advertising can be wordy, easy to miss, too formal, and too impersonal. This content can help you transform your recruitment advertising into something that people notice and respond to.

### Different teams; different approaches

TCCS is made up of diverse work areas who need to take different approaches to recruitment in order to attract the best people. Line areas should continue to pursue recruitment activities that best suit their operational requirements, however aspects of this content should be included for consistency, as explained in this toolkit.

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# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### Short slogans

**Purpose:** To catch the attention of potential applicants and quickly communicate why they should work for TCCS.

**Where should it be used:** All recruitment advertising where a slogan is appropriate; e.g. job advertisements in publications, social media campaigns, TCCS website 'Employment' page, careers fairs.

**How to use it:** Copy and paste the below text. May appear in any format that aligns with ACT Government Branding Guidelines (see page 9).

### Slogan 1

Rewarding careers that shape our city.

### Slogan 2

Work with great people in rewarding careers that shape our city's future.



# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### Short statement

**Purpose:** To explain to potential applicants why they should work for us by describing our work in language that invites them to get involved.

**Where it should be used:** In position descriptions, on the TCCS website 'Employment' page and in other long-form recruitment advertising (e.g. fact sheets at careers fairs).

**How to use it:** Copy and paste the below text. You may want to add additional details about your work area. This text may appear in any format that aligns with ACT Government Branding Guidelines (see page 9).

Join Transport Canberra and City Services as we make Canberra attractive, safe and easy to move around. We offer rewarding careers with great working conditions, where you will work to make a difference to the everyday lives of your family, friends and community.

We have opportunities available in a wide range of teams, all doing their part to help us achieve our mission of delivering connected services to the people of Canberra. You can help us improve our parks, ponds and public open spaces through horticulture, mowing and maintenance; boost Canberra's sustainability through recycling and waste programs; and help our city be better connected through building and managing roads, footpaths, cycle paths and our integrated public transport network including buses and light rail.

You can help us champion literacy and learning through our public libraries, ensure animal welfare and safety through our domestic animal services, and bring your skills to commercial operations that we oversee including Yarralumla Nursery, ACT Public Cemeteries and Capital Linen. We also need those with great technical, business, creative and people skills to help us plan, support and, communicate the great work that we do.

Join our team of close to 2,000 employees already at work in our 50 plus locations across Canberra and start making an impact today.





# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### Long statement

**Purpose:** To provide additional information to potential job applicants including reasons to work for us, employment conditions and how to apply.

**Where it should be used:** TCCS website 'Employment' page, long-form recruitment advertising (e.g. fact sheets at careers fairs, handed out at 'come-and-try' days etc).

#### How to use it:

- Copy and paste the below text, or portions of it.
- You may want to amend the text to include specific information about your work area – for example, your working conditions, your local impact, or how you demonstrate the values.
- This text may appear in any format that aligns with ACT Government Branding Guidelines (see page 9).
- If using values graphics, contact the Communications Team to provide separate image files for best quality.

Join Transport Canberra and City Services as we make Canberra attractive, safe and easy to move around. We offer rewarding careers with great working conditions, where you will work on projects that make a difference to the everyday lives of your family, friends and community.

#### Slogan 1, or

Rewarding careers that shape our city.

#### Slogan 2

Work with great people in rewarding careers that shape our city's future.

*See over for additional information content.*



# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### WHAT WE OFFER

#### **Great people**

Our people are our highest priority, and in TCCS you will work with great people who are passionate about their work. With close to 2000 employees working in 50 plus locations across Canberra, we are a diverse workforce with a wide range of skills, backgrounds and expertise.

#### **A local impact**

Our work makes a difference to the everyday lives of all Canberrans. You will work on tasks that have a tangible impact on how your friends and family live, move, work and play. Whether it is through planning, field work on-the-ground, interacting with community members, analysing customer data, supporting our front line staff or developing innovations – your time, energy and talents will help shape our city's future.

#### **Job variety**

We employ a wide range of professions including drivers, horticulturalists, accountants, planners, litter-pickers, data analysts, mowers, communications specialists, engineers, rangers, administrators, librarians, arborists, mechanics, roads maintenance workers, project managers, ICT specialists, ministerial liaison officers, policy officers, corporate support and more.

#### **Great working conditions**

Our workplaces are inclusive and committed to the principles of respect, equity and diversity and all employees are welcomed and encouraged to contribute regardless of gender, race, cultural or linguistic background, sexual orientation, ability or age.

We offer competitive salaries with industry-standard superannuation contributions and generous leave entitlements. If coming from another state or federal agency we may be able to recognise some or all of your service. Flexible working arrangements may be available subject to operational requirements. For more information on employment conditions and inclusion in the ACT Public Service, visit [jobs.act.gov.au](https://jobs.act.gov.au).



# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### WHAT WE VALUE

Our values underpin how we go about our work. When we recruit we look for people who not only have the right skills, but who can also demonstrate our values.



**Collaboration**



**Excellence**



**Innovation**



**Integrity**



**Respect**



**Safety**

### WHO WE WELCOME

We welcome people with a wide range of skills, experience and qualifications who want to serve the Canberra community and who demonstrate our values.

We welcome diversity in our people. We know that a diverse workforce gives us broader perspectives which leads to improved innovation. We also know that if our workforce reflects the diversity of its local community, we will be well informed and able to deliver quality services that meet the needs of the people we serve.

We recognise the barriers faced by people with disability and Aboriginal and Torres Strait Islander peoples. We also recognise the disadvantage faced by people who identify as lesbian, gay, bisexual, trans, intersex and queer (LGBTIQ); have a cultural and linguistic diverse background; are young and old; or are veterans. We have a range of strategies in place to help reduce these barriers and disadvantage. For more information visit [jobs.act.gov.au](https://jobs.act.gov.au)

### HOW TO JOIN US

All ACT Public Service job vacancies are advertised on [jobs.act.gov.au](https://jobs.act.gov.au). Some of our work areas advertise temporary positions through relevant labour hire agencies.

A variety of entry-level programs are available including apprenticeships, traineeships, internships, ACTPS Graduate Program, Australian School Based Apprenticeships, and Vocational Employment Programs for people with disability and Aboriginal and Torres Strait Islander People. For more information on entry-level programs contact People and Capability on 6205 9002 or [TCCS.StrategicHR@act.gov.au](mailto:TCCS.StrategicHR@act.gov.au)





# Rewarding Careers that Shape our City

## RECRUITMENT TOOLKIT

### TCCS photo library



A selection of photos approved for external use can be found on [TCCS Flickr](#). There may be relevant employee quotes available to accompany some photos. For access to more photos or quotes contact the TCCS Communications Team at [TCCS.Communications@act.gov.au](mailto:TCCS.Communications@act.gov.au)

**Purpose:** To catch the attention of potential applicants and offer a glimpse into what it might look like to work for us.

**Where it should be used:** Any recruitment advertising where photos are appropriate, e.g. social media campaigns, posters, flyers, TCCS website 'Employment' page.

#### How to use it:

If working with the images yourself:

- Download the photos
- Ensure any use of photos is in-keeping with ACT Government Branding Guidelines (see page 9).

If working in collaboration with Communications team:

- Discuss with the Communications team the purpose of your advertising, best available channels and where it will be used. The team can advise on the best photos to use for your purpose and possible media profile stories: [TCCS.Communications@act.gov.au](mailto:TCCS.Communications@act.gov.au)



# Rewarding Careers that Shape our City

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### ACT Government Branding Guidelines

Any external communications should comply with the [ACT Government Branding Guidelines](#) and should also be approved by TCCS Communications.



For assistance contact the TCCS Communications Team on [TCCS.Communications@act.gov.au](mailto:TCCS.Communications@act.gov.au)

### Contact

For advice or assistance in recruitment contact the People and Capability Team on 6205 9002 or [TCCS.StrategicHR@act.gov.au](mailto:TCCS.StrategicHR@act.gov.au) or visit the [Recruitment page](#) on the TCCS intranet.

### Other relevant contacts:

TCCS Communications Team: [TCCS.Communications@act.gov.au](mailto:TCCS.Communications@act.gov.au)

TCCS Inclusion Officer: 6205 9002 | [TCCS.StrategicHR@act.gov.au](mailto:TCCS.StrategicHR@act.gov.au)

