

Digital Communications Officer (ASO4)



Government
of South Australia
Department for Infrastructure
and Transport

Role statement

Organisational alignment	Division:	Public Affairs
	Directorate:	Marketing & Communications
	Section:	Corporate Communications
Reporting relationships	Reports to:	Manager, Corporate Communications
	Direct reports:	Nil

Role overview

The Digital Communications Officer works with a variety of teams across a large department to put people first in online communications. The goal is to improve the web experience for our customers, while applying best practices and meeting government guidelines across websites, intranet, email campaign services and other digital applications.

The Digital Communications Officer creates and publishes engaging online content, provides editorial support, and helps ensure digital content meets accessibility requirements and contemporary digital communication standards.

The role works with other teams to track and measure how well marketing and communications activities are performing, shares insights and learnings, and contributes to continuous improvement activities.

In addition to high attention to detail, the Digital Communications Officer has strong relationship-building, problem-solving and time management skills to prioritise multiple deadlines and respond to requests.

Demonstrated experience in digital communications and web content management, including writing and editing content for digital channels, using content management systems and interpreting digital analytics, is essential to success in the role.

Further information about the Department can be found at: <https://www.dit.sa.gov.au/about-us>

Our values

We pride ourselves on applying these values to our day-to-day interactions and individual performance. They shape our approach to achieving our strategic agenda.



Collaboration

We work together as one team to serve our customers.



Honesty

We are honest, open and act with integrity.



Excellence

We commit to excellence in everything we do.



Enjoyment

We enjoy our work and recognise our success.



Respect

We respect, understand and value the people we serve.

Key outcomes required of the role

- Work with internal stakeholders and subject matter experts to plan, review, create, edit and publish website and intranet content.
- Apply relevant government standards, accessibility requirements and digital communication best practice when creating and publishing content.
- Write and edit high-quality and user-centred content in clear, inclusive and plain language so that it is useful, and easy to read, scan and find.
- Work with team members to plan, create and deliver content for digital projects, applications and marketing campaigns that support business objectives improve customer experience.
- Support the maintenance of website content and digital communication systems, including content management, email marketing, search and analytics platforms such as Squiz Matrix, Google Analytics and email campaign services.
- Use web analytics tools to prepare reports on user behaviour and content performance and share findings to support content improvements.
- Support the consistency and quality of digital content, identify opportunities to improve communication outcomes and customer experience.
- Contribute to continuous improvements activities and support the adoptions of digital communication best practice.
- Contribute to a safe, diverse and healthy work environment free from discrimination and harassment by working in line with our values, legislative requirements, the Code of Ethics for the South Australian Public Sector, equal employment opportunity and our human resource policies, including work health safety and wellbeing requirements.

Special conditions attached to the role

- A National Police Check (NPC) is required prior to employment in the Department for Infrastructure and Transport which must be renewed every three years.
- A Working with Children Check (WWCC) is required prior to employment with the Department for Infrastructure and Transport, which must be renewed every five years before expiry.
- Some out of hours and weekend work may be required.
- Some intra / interstate travel may be required.

Educational qualifications / licenses

- Tertiary qualifications in online communications, digital marketing, web content design or related field are desirable.
- Minimum three years' experience in relevant disciplines.

Technical capabilities

Essential

- Proficient writing and editing skills, with experience in creating engaging and useful content that is readable, scannable and findable, structuring content, and spelling, grammar and punctuation.
- Demonstrated experience in digital communications and web technologies, including writing for web, using web authoring tools, understanding HTML basics, and applying SEO and website performance principles.
- Ability to prepare and interpret web analytics reports and provide useful insights.
- Understanding of UX, human-centred principles and/or creating accessible, inclusive content.

Person capabilities

[Our Capability Framework](#) describes the core capabilities, behaviours and skills required for us to meet our strategic objectives and be a modern public sector, attracting, developing and retaining the best talent. The framework is constructed around five categories of capability; personal attributes; building relationships; achieving results; leadership and growth; and performance enablers.

Refer to our framework for the detailed capabilities required for this stream. This role is classified as:

Stream 2: Leader

Stream 2 roles would typically consist of supervisors and senior team members, including those with technical knowledge (indicative classifications include ASO4-6, PO2-3, OPS4-7, TGO2-5, M3-7, WPA2, WBT7-10).

Key selection criteria

The criteria outlined below are drawn from the most significant requirements of the person capabilities (from Our Capability Framework) and technical capability, professional knowledge and experience to be addressed in your application having consideration of the role overview and key outcomes.

- Well-developed communication skills, including the ability to liaise effectively with stakeholders, provide advice, develop clear and engaging digital content, and contribute to positive outcomes.
- Ability to work under limited direction, independently or as part of a team, plan and coordinate activities, exercise initiative and judgement, and manage competing priorities to achieve objectives within deadlines.
- Demonstrated ability to consistently perform high volumes of work with close attention to accuracy and detail.
- Sound analytical and research skills to evaluate information, interpret digital performance data, provide advice, and develop clear reports and correspondence within required timeframes.
- Demonstrated experience and sound knowledge in digital communications, web content or related functions, including an understanding of relevant government policies, standards and guidelines.
- Actively seeks information to understand customer needs and delivers accessible, user-focused digital communication outcomes.
- Shows respect for diverse backgrounds, experiences and perspectives including that of Aboriginal and Torres Strait Islander people. Values diversity of thought.
- Shows genuine care for the safety and wellbeing of self and others.

Approved

Signature: _____ Date: _____

Director, Marketing & Communications

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