

Senior Corporate Communications Officer (ASO6)

Role statement



Government
of South Australia
Department for Infrastructure
and Transport

Organisational alignment

Division: Public Affairs
Directorate: Marketing & Communications
Section: Corporate Communications

Reporting relationships

Reports to: Principal Communications Officer
Direct reports: Nil FTE

Role overview

The Senior Corporate Communications Officer is an experienced professional responsible for the development and deployment of effective communication strategies and activities that contribute to road safety outcomes.

Working within a multi-disciplined directorate and key areas of the department, the Senior Corporate Communications Officer delivers effective communication services to allocated deadlines and budgets, while aligning to government and departmental priorities.

The Senior Corporate Communications Officer has exceptional writing skills and the ability to interpret research and data, and translate complex information into a range of communications and marketing assets, tailored to specific audiences.

With political acumen and a sound knowledge in the department and State Government's strategic communications frameworks, principles and practices, the Senior Corporate Communications Officer can quickly identify appropriate opportunities, risks, mitigations and solutions.

The role provides leadership in the development and implementation of integrated communication plans to a diverse customer, community and stakeholder audience.

Further, the Senior Communications Officer has project management skills, a flair for producing results-driven communications and high-level interpersonal skills.

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

- Demonstrates strategic thinking and the ability to act with urgency, accept and expect responsibility and accountability with customer needs front of mind.
- Effectively collaborates with divisional teams, key areas of the department and relevant stakeholders to develop and deliver integrated communication strategies to a diverse customer, community and stakeholder audience.
- Provides advice, recommendations and practical assistance to business areas to deliver high-quality communication and marketing activities that support business projects, initiatives, products and services and assist in the resolution of complex or sensitive matters.
- Leads the development, delivery and deployment of key road safety messaging and communication materials across a range of communication channels, ensuring assets are high-quality and align with departmental brand guidelines and tone of voice principles.
- Exercises a high level of proactivity in the delivery of strategic and tactical communications activities within allocated budgets and timeframes.
- Effectively manages relationships with external parties, such as research agencies and other government departments, in the delivery of communications and marketing activities.
- Measures and reports on the effectiveness of communication activities and channels to help improve short and long term planning, strategies and tactics.
- Contributes to a cohesive team, influencing and motivating staff, customers and others in the achievement of difficult and sometimes conflicting objectives. Recognises and harnesses diversity within the team and enables high performing staff, including mentoring robust staff performance and development processes that recognises success and meet business needs.
- Contribute to a safe, diverse and healthy work environment free from discrimination and harassment by working in accordance with our values, legislative requirements, the Code of Ethics for the South Australian Public Sector, equal employment opportunity and departmental 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's Check (WWCC) is required for this role which must be renewed every five years.
- Some out of hours and weekend work may be required.
- Some intra / interstate travel may be required.

Educational qualifications / licenses

- Tertiary qualifications in communications or public relations or equivalent industry experience is essential.

Technical capabilities

The following are the technical capabilities required for the role:

- Demonstrated understanding of communications disciplines.
- Excellent writing, proof-reading and editing skills.

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.

- Demonstrates high level communication skills, verbal and written, that deliver effective content appropriate to identified audiences. Presents with credibility, uses a range of techniques to engage various audiences in a changing communications environment.
- Has exceptional project planning and time management skills and proven ability to work under broad direction, independently or as part of a team, to identify key outcomes, plan and coordinate activities, set priorities, achieve objectives within deadlines, and make timely, well-informed decisions.
- Excellent copywriting, editing and proofreading skills and the ability to translate complex information into customer-friendly messaging for various channels.
- Establishes, maintains and leverages strategic networks, internally and externally, and facilitates opportunities to engage and collaborates with other agencies and stakeholders.
- Demonstrates creativity by analysing trends, identifying opportunities and staying abreast of innovations in current communication channels and techniques.
- Demonstrates critical evaluation and applies learnings from communication strategies and activities.
- 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

People, Culture and Capability Use Only	KNet ID: 24628460	ANZSCO code: 1311	Position number: TBC
---	-------------------	-------------------	----------------------