

Creative Services Officer (ASO3)



Government
of South Australia
Department for Infrastructure
and Transport

Role statement

Organisational alignment	Division:	Public Affairs
	Directorate:	Marketing & Communication
	Section:	Creative Services
Reporting relationships	Reports to:	Manager, Creative Services
	Direct reports:	Nil FTE

Role overview

The Creative Services team provides the Department for Infrastructure and Transport with expertise in video production, photography, animation, digital and print design to support the delivery of internal and external communications.

The Creative Services Officer reports to the Manager, Creative Services and assists with a variety of creative projects. The role combines skills in video production, animation and visual design with a working knowledge of digital and traditional marketing and communications channels, to deliver innovative and effective creative content.

The Creative Services Officer also works collaboratively with teams across the Department to support the planning, development and delivery of creative solutions that convey messaging effectively and improve customer experience, satisfaction and communication outcomes.

The role requires also administrative support knowledge, understanding of design principles and their application, as well as experience using various design / production software to execute creative projects.

Further information about the department can be found at 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

- Assists in the creation of visual content for various mediums, including websites, social media, print, and marketing materials, working within style, accessibility and other relevant departmental/government guidelines.
- Supports the Creative Services team to produce engaging, useful and on-brand video concepts and motion designs utilising modern best-practice standards and relevant departmental or government guidelines.
- Supports the organisation and coordination of photoshoot sessions with operating cameras and setting lights.
- Collaborates with team members to drive innovation and elevate artwork with industry leading trends.
- Safely operates cameras, audio recording and other devices.
- Applies brand guidelines to ensure consistency in all production and multimedia work and while complying with relevant departmental procedures including records management.
- Implements feedback from senior team members to improve design and video production work.
- Administrative support for the delivery of multiple projects to meet deadlines in a fast-paced environment.
- Contributes 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 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

- Post secondary qualification in either Video Production, Design, Visual Arts, or a related field will be highly regarded.

Technical capabilities

- Experience in using multimedia, video production and photo editing software (e.g. Premiere Pro, After Effects, Light Room and Photoshop).
- Experience in using design software (e.g. Photoshop, Illustrator, InDesign).
- Understanding of design principles, typography, colour theory, and layout techniques.
- Understanding of camera and lighting principles.
- Knowledge of user experience (UX) and user interface (UI) design principles.

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 1: Team member

Stream 1 roles would typically consist of individual contributors and team members (indicative classifications include ASO1-3, GSE2, PO1, OPS1-3, TGO0-1, TRA, CMW3-7, M8-11, WBT3-6).

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.

- Experience in developing creative communication solutions.
- Experience in working in a team working in a high volume of projects and quick deadlines.
- Experience managing multiple projects concurrently and ability to effectively manage time to meet project milestones and deadlines.
- Demonstrated experience in developing storyboards for video production (both filmed and animated) and/or digital and print design.
- Proven ability to communicate clearly and concisely with a wide range of people, including the ability to listen to stakeholders, handle sensitive or difficult issues with tact and diplomacy and maintain a high degree of confidentiality at all times.
- Portfolio of work that showcases your creative projects, demonstrating a keen eye for aesthetics and attention to detail.
- 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: 22213048	ANZSCO code: 5999	Position number: P42883 / P457051 / P59888
---	-------------------	-------------------	--