



Government
of South Australia

Department for Infrastructure
and Transport

Media Adviser (ASO5)

Role statement

Organisational alignment	Division:	Public Affairs
	Directorate:	Media
	Section:	Media
Reporting relationships	Reports to:	Principal Media Adviser
	Direct reports:	Nil FTE

Role overview

The Media Adviser provides high level media services as part of the Department's centralised media team. This includes working closely with internal and external stakeholders to deliver information and messaging to a range of different audiences, as well as providing day-to-day media support across the Department.

The Media Adviser is responsible for developing and implementing proactive media opportunities to promote the work of the Department, as well as responding to reactive media queries to provide latest information to the community.

This includes ensuring the consistent and comprehensive delivery of a range of media products and services such as media releases, media liaison, press conferences, interviews, media statements, pitches, and preparation of talking points and briefs.

The role also provides high-level advice and support to senior team members and contributes to daily and monthly media monitoring and the reporting of media activities across the Department.

Additionally, the Media Adviser supports operation of the Departments 24-hour Media Line.

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

- Provide advice which contributes to the development of media policy and processes that supports directorate objectives and guidelines, whilst acting with urgency, accept and expect responsibility and accountability with customer needs front of mind.
- Develop, implement and evaluate proactive media activities and opportunities to promote departmental and government initiatives, while managing media enquiries and ensuring risks and issues are identified and appropriately mitigated.
- Undertakes research and analysis to determine media strategies and tactics, while coordinating and supporting appropriate media spokespeople.
- Develop comprehensive reporting and tracking of media coverage, trends, and issues relevant to the Department and individual business areas.
- Develop and implement proactive opportunities to positively promote the department and respond to media enquiries while identifying media risks and issues and associated mitigation strategies.
- Support the Principal Media Adviser and Media Manager in day-to-day activities, while positively influencing staff and working closely with the wider Media Directorate to achieve challenging and sometimes conflicting objectives to 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 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, along with some intra/interstate travel requiring overnight stays, may be required.
- Some intra / interstate travel may be required
- This role is required to provide rostered after-hours on-call media support.

Educational qualifications / licenses

- Relevant tertiary level qualifications in communications or a related field or equivalent industry experience is desirable.

Technical capabilities

- Demonstrated experience working within a media or political environment.

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.

- Demonstrated ability to communicate effectively, succinctly and accurately, in writing and verbally, in a professional and tactful manner including successfully negotiating and resolving conflict with employees and stakeholders.
- Proven experience in successfully coordinating and/or implementing proactive media opportunities and responding to media enquiries,
- High level analytical and research skills to evaluate complex information, provide expert advice and communications, and develop clear correspondence and reports with recommendations for time critical deadlines.
- Contemporary knowledge of the discipline and the issues, risks, trends and directions associated with the span of assigned functions including an understanding of related government programs and policies.
- Takes initiative to progress and deliver their work while contributing to team goals under limited direction, and in a timely manner collaborates with Divisions from across the Department to seek and provide informed advice on complex issues to mitigate the agency's risk.
- Understands and is responsive to customer needs and perspectives and provides a professional positive experience while managing outcomes which respect the Departments systems, processes, and policies.
- Demonstrates cultural respect and understanding through the recognition of Aboriginal and Torres Strait Islander community needs. Shows respect for diverse backgrounds, experience and perspectives. Values and encourages diversity of thought.
- Shows leadership and commitment to safety and wellbeing of self and others.

Approved

Signature: _____ Date: _____

Director, Media

People, Culture and Capability Use Only	KNet ID: 22005704	ANZSCO code: 2253	Position number: TBC
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