

Senior Media Adviser (ASO6)



Government
of South Australia
Department for Infrastructure
and Transport

Role statement

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

Role overview

The Senior Media Adviser provides a range of high-level media services by working closely with internal and external stakeholders to deliver key messaging to a range of different audiences, as well as providing day-to-day support to the media team and across the Department.

The Senior Media Adviser is responsible for identifying, developing, and implementing proactive and reactive media opportunities to positively promote the work of the Department. This includes ensuring the consistent and comprehensive delivery of a range of media activities such as media releases, media liaison, press conferences, interviews, media statements, pitches, and preparation of talking points and briefs, as well as daily and monthly media monitoring and the reporting of media activities across the Department.

The Senior Media Adviser undertakes research and analysis to determine strategies and tactics to initiate and respond to media, while coordinating appropriate media spokespeople.

The Senior Media Adviser also provides strategic media advice to senior leaders and works closely with business areas to enable an integrated approach to all departmental and inter-agency communications, as well as identifying and mitigating to risk and responding accordingly.

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 strategic advice which contributes to the development of the media team 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 media activities that concisely and accurately engage, inform and promote departmental, inter-agency or governmental projects, programs or initiatives and works in liaison with Ministerial Media Adviser.
- 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-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 the department's 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.
- This role may be required to provide rostered after-hours on-call support throughout the year.

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 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, to people at all levels in a professional and tactful manner including successfully negotiate and resolve conflict with employees and stakeholders.
- Delivers customer focused and strategically aligned services and practices using effective verbal and written communication to successfully engage stakeholders and negotiate complex matters.
- Significant experience in successfully developing, implementing, evaluating and improving programs, projects, systems, policies and/or services requiring the efficient utilisation of resources and the performance management and development of staff.
- Engages high level analytical and research skills to evaluate complex information, provide expert advice, understand social, economic and commercial factors, manage competing priorities, meet deadlines and write concise reports with recommendations.
- Well-developed knowledge of the discipline and the issues, risks, trends and directions associated with the span of assigned functions including an understanding of social, economic and commercial considerations.
- Proven ability to work under broad direction, independently or as part of a team, identify performance outcomes, plan and coordinate activities, set priorities, achieve objectives within deadlines and make timely and well informed decisions.
- 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 genuine care for the safety and wellbeing of self and others.

Approved

Signature: _____ Date: _____

Director, Media

People, Culture and Capability Use Only	KNet ID: 14538528	ANZSCO code: 2253	Position number: M37019 / P51534 / P35378 / P61790
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