

# Social Media Officer (ASO4)



Government  
of South Australia  
Department for Infrastructure  
and Transport

## Role statement

|                                 |                 |                       |
|---------------------------------|-----------------|-----------------------|
| <b>Organisational alignment</b> | Division:       | Public Affairs        |
|                                 | Directorate:    | Media                 |
|                                 | Section:        | Social Media          |
| <b>Reporting relationships</b>  | Reports to:     | Manager, Social Media |
|                                 | Direct reports: | Nil                   |

## Role overview

Reporting to the Manager, Social Media, the Social Media Officer provides communication support with a focus on digital engagement and the delivery of content across the Department for Infrastructure and Transport's (the Department) social media channels.

The role is responsible for assisting with the development and implementation of social media plans, including content, campaigns and activations. These plans complement and integrate with broader communication and media strategies to inform the community, customers and stakeholders, and to promote the Department's programs, projects and initiatives.

The Social Media Officer collaborates with other teams, seeking input from relevant subject matter experts and establishing meaningful networks within the Department as well as providing advice to business areas on best practice for social media messaging.

The role supports the Manager, Social Media with administering the Department's social media management and analytics tools and plays a key role in coordination of reporting on the performance of social media content and campaigns.

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

- Takes initiative in the development of relevant content planning in order to concisely and accurately engage, inform and / or promote Departmental, inter-agency or governmental projects, programs or initiatives.
- Plays a key role in providing comprehensive reporting and tracking of social media channels to identify trends and issues relevant to the department and individual business areas.
- Supports and advises users of social media specific tools in access, training and ongoing usage needs and requirements.
- Collaborates with teams across the Department to align best-practice social media communications principals with business needs and gain support for effective outcomes and commitments to a course of action.
- Provides regular reports to business units and project teams about public sentiment and feedback received through social channels, identifying and highlighting opportunities for improvement and development.
- Plays a key role in implementation of the department's social media strategy, including providing timely advice to divisions about objectives, content and processes.
- Identifies proactive opportunities to positively promote the department's work and assists in managing issues or enquiries that arise via social media.
- 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 may be required.
- Some intra / interstate travel may be required.

## Educational qualifications / licenses

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

## Technical capabilities

- Proficient in Microsoft Systems.
- Demonstrated experience publishing and scheduling content via social media management systems (e.g. Sprinklr, Meta Business Suite).
- Practical knowledge of key social media platforms (Facebook, X, Instagram, LinkedIn, YouTube).
- Basic photo/video editing and graphic design skills. Able to crop, resize, add text or templates to create social media graphics.

## 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 clear and concise content and advice appropriate to the audience. Presents with credibility and uses a range of communication techniques to engage various audiences.
- Demonstrates experience in providing social media support, proactive and reactive, to staff across the department including developing content, handling and providing advice to enquiries and written and visual materials to a high standard.
- Proven ability to undertake research, collect, analyse and compile diverse information, promptly and efficiently and use discretion, tact and discretion in dealing with confidential and sensitive information.
- Demonstrated ability to process high volumes of quality accurate detailed work, and synthesise information to provide recommendations in reports and correspondence.
- Ability to work under limited general direction, independently or as part of a team, identify specific or desired performance outcomes, plan and coordinate activities, use initiative and judgement and set priorities to achieve objectives within deadlines.
- Actively establishes, maintains and leverages strategic networks, internally and externally and facilitates opportunities to engage and collaborates with other agencies and stakeholders.
- 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, Media

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| People, Culture and Capability Use Only | KNet ID: #20957222 | ANZSCO code: 2251 | Position number: P63761 |
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