



## ROLE DESCRIPTION

ROLE DETAILS	
Role Title: Communications Coordinator	Agency: Defence SA
Classification: ASO6	Business Unit: Marketing and Communications
Position No:	Location: Pirie St, CBD
Type of Appointment: 24 month contract	Date: November 2024

ROLE DESCRIPTION APPROVAL	ACKNOWLEDGEMENT
Chief Executive / /	Occupant / /

ROLE CONTEXT	
Role Summary:	<p>The Communications Coordinator reports to the Strategic Communications Manager working within the Marketing and Communications business unit at Defence SA. Defence SA includes the South Australian Space Industry Centre, Veterans SA and the Defence Innovation Partnership.</p> <p>The Communications Coordinator will have a primary responsibility for the planning and delivery of communication activities across media, web, print, social media and marketing collateral for the Veterans SA portfolio and will also contribute to communications activities for Defence SA, the South Australian Space Industry Centre and the Defence Innovation Partnership.</p>
Reporting/ Working Relationships:	<ul style="list-style-type: none"> <li>• Reports directly to the Strategic Communications Manager</li> <li>• Works closely with all personnel within Defence SA, particularly the Marketing &amp; Communications team.</li> <li>• Works closely with the Veterans SA project leads for communications and community engagement support.</li> <li>• Works closely with the Digital Communications Coordinator to ensure consistency of communications and community engagement across platforms.</li> <li>• Liaising with defence, space and veterans' industry and community members where required to develop content.</li> </ul>
Special Conditions:	<ul style="list-style-type: none"> <li>• Some out-of-hours work may be required.</li> <li>• A current Class C (Car) Drivers' Licence is highly desirable.</li> <li>• A flexible approach to taking annual leave is required.</li> <li>• Interstate and international travel may be required for specific events.</li> <li>• Will be required to participate in the agency's performance review processes.</li> </ul>

QUALIFICATIONS / DESIRABLE EXPERIENCE	
Essential	<ul style="list-style-type: none"> <li>• Appropriate tertiary qualifications in communications, journalism, or a similar discipline (or equivalent workplace experience)</li> </ul>
Desirable	<ul style="list-style-type: none"> <li>• Understanding of the defence, space, or veteran sector.</li> <li>• Understanding of Government communication protocols and practices.</li> </ul>

### KEY RESPONSIBILITIES AND INDICATIVE OUTCOMES

<p>Communications</p>	<ul style="list-style-type: none"> <li>• Lead development, planning and implementation of effective communication activities for the Veterans SA portfolio, in consultation with the Strategic Communications Manager, to align with Agency objectives and strategies.</li> <li>• Identify opportunities to promote South Australian defence, space and veterans sector programs, news and achievements.</li> <li>• Produce written articles and content for all agency communication channels.</li> <li>• Provide advice to agency staff on communications matters related to Agency initiatives to ensure a best practice approach to communications planning and stakeholder engagement.</li> <li>• Monitor agency websites ensuring content is current, enhancements are made where required and latest news stories are developed to keep content up to date and relevant.</li> <li>• Develop and execute project-based communications plans.</li> <li>• Write speeches and create key messaging to support speaking engagements by relevant ministers and executives.</li> <li>• Plan and deliver internal communications activities including internal announcements supporting the CE and executives.</li> <li>• Prepare content, manage design, and deliver a range of marketing materials including brochures, signage, advertising assets and promotional videos.</li> <li>• Support the agency's above the line advertising campaigns by developing and sharing content.</li> <li>• Develop, update and review presentations for senior executives as required.</li> <li>• Contribute content, draft, and publish E-Newsletters supporting the Digital Communications Coordinator.</li> <li>• Contribute to and maintain the agency's visual assets, commissioning photography as required, sourcing relevant third-party images and necessary approvals for use.</li> <li>• Maintain contact with external suppliers, internal departments, other government agencies and industry to ensure the successful delivery of communications activities.</li> <li>• Recommend procurement of goods and services as required in line with relevant policies and procedures.</li> <li>• Prepare proposals, briefing packs and ministerial minutes related to marketing and communication activities.</li> <li>• Operate within designated project specific budgets within agency guidelines.</li> <li>• Support broader agency projects on an as needs basis as capacity allows.</li> </ul>
<p>Media</p>	<ul style="list-style-type: none"> <li>• Work in collaboration with the Strategic Communications Manager to generate regular media and engagement opportunities for the Minister's consideration.</li> <li>• Provide advice to staff, executives and ministerial offices to ensure a best practice approach to media and issues management.</li> <li>• Point of contact for Ministerial media advisors.</li> <li>• Develop timely and accurate talking points, responses and briefings in responses to media enquiries/reports/announcements.</li> <li>• Undertake media monitoring and collation of relevant articles for internal staff awareness.</li> <li>• Draft media releases and provide media liaison support across all portfolios.</li> <li>• Seek opportunities to promote the South Australian defence, space, and veteran industry across various media channels.</li> </ul>
<p>Social Media</p>	<ul style="list-style-type: none"> <li>• Contribute to the development of social media plans and strategies.</li> <li>• Monitor key stakeholder channels and announcements to identify relevant content for Agency social media and digital channels.</li> </ul>

	<ul style="list-style-type: none"> <li>• Work with Digital Communications Coordinator to ensure development of timely, relevant, and impactful social media plans and assets to promote Agency initiatives.</li> <li>• Provide support to develop content, post and monitor agency social media platforms including X, LinkedIn and Facebook as required.</li> </ul>
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<b>CAPABILITIES AND EXPECTED BEHAVIOURS</b>	
Professional and technical knowledge and experience	<ul style="list-style-type: none"> <li>• Significant experience in writing content for web, print and social media.</li> <li>• Significant experience in writing speeches for senior executives.</li> <li>• Significant experience as a working journalist or as a communications/ media professional.</li> <li>• Understanding of the media, what makes news and how to write effectively for the media.</li> <li>• Significant experience in developing and implementing effective communication plans.</li> <li>• Significant experience in content creation for various mediums across a wide range of audiences.</li> <li>• Demonstrated ability in analysing and evaluating communication activities to identify opportunities for improvement and develop plans to implement change.</li> <li>• Experience in supporting marketing campaigns involving advertising, public relations, website, and digital activity.</li> <li>• Significant level of knowledge in contemporary digital communication practices and principles.</li> <li>• Demonstrated ability in providing strategic advice on digital communication activities.</li> <li>• Demonstrated ability to pro-actively identify and engage with required stakeholders to deliver positive communications outcomes.</li> </ul>
Achievement Orientation	<ul style="list-style-type: none"> <li>• Strives for excellence in all aspects of work.</li> <li>• Achieves desired results with enthusiasm and a sense of urgency.</li> </ul>
Communication	<ul style="list-style-type: none"> <li>• Highly developed written communication skills that enable effective and appropriate communication with a variety of audiences.</li> <li>• Demonstrated ability to understand and communicate complex information in a clear and concise manner, both verbally and in writing.</li> <li>• Adaptive communication style to match the audience and the situation.</li> <li>• Demonstrated ability to communicate with cultural sensitivity front of mind.</li> <li>• Well-developed interpersonal, communication and negotiation skills with exceptional ability to develop and maintain strong relationships with stakeholders, exercise independent judgement, delegated authority and apply sound problem solving and decision-making skills.</li> </ul>
Work organisation	<ul style="list-style-type: none"> <li>• Demonstrated ability to set priorities and allocate time and resources accordingly to meet own and team deadlines.</li> <li>• Exceptional attention to detail</li> <li>• Demonstrated ability to be resilient when faced with uncertainty or ambiguity.</li> <li>• Demonstrated ability to work independently under very broad direction to develop and implement innovative solutions to complex issues, identify performance outcomes, plan activities, set priorities and adapt to changes within a fast-paced, dynamic environment.</li> <li>• Demonstrated ability to manage multiple, concurrent projects within deadlines.</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Demonstrated ability to work autonomously and as part of a team to achieve objectives and meet deadlines.</li> <li>• Commitment to develop and accomplish shared goals by taking an active role in the team and contributing ideas, knowledge and sharing workloads.</li> </ul>

	<ul style="list-style-type: none"> <li>• Exercises tact, tolerance, and humour in team interactions to promote effective working relationships.</li> <li>•</li> </ul>
Strategic Focus	<ul style="list-style-type: none"> <li>• Ability to understand the organisation's strategic direction and objectives to inform and guide operational work plans.</li> <li>• Ability to create operational plans that contribute to strategic goals.</li> </ul>

#### **CORPORATE RESPONSIBILITIES**

- You ensure your own personal safety and that of your co-workers and other workers by maintaining awareness, complying with agency Work Health and Safety (WHS) procedures and instructions and obeying reasonable safety instructions issued by Defence SA.
- You uphold the ethical behaviour and professional standards as contained in the *Public Sector Act, 2009* and the *Code of Ethics for the South Australian Public Sector*.
- You utilise resources and information in a responsible and accountable manner and comply with all Defence SA financial, human resources, and other agency policies and procedures.
- You participate in Defence SA's performance review process.
- You maintain accurate and complete records of business activities in accordance with the *State Records Act, 1997*.
- You implement and maintain security in line with whole-of-government and agency policies.
- You demonstrate a commitment to supporting a culture of zero tolerance towards violence against women in the workplace and community.