



ROLE DESCRIPTION

ROLE DETAILS	
Role Title: Communications Manager	Agency: Defence SA
Classification: ASO7	Business Unit: Marketing and Communications
Position No: P00513	Location: Level 4, 151 Pirie Street, Adelaide
Type of Appointment: Contract 8 months	Date: 01/10/2020

ROLE DESCRIPTION APPROVAL	ACKNOWLEDGEMENT
Chief Executive / /	Occupant / /

ROLE CONTEXT	
Role Summary:	The Communications Manager is accountable to the Director Marketing and Communications, for the planning, delivery and evaluation of all communications activities for Defence SA and the South Australian Space Industry Centre. The primary purpose of the role is to develop and review high level communication material across the breadth of the agency's activities and support the Director Marketing and Communications on all projects as required.
Reporting/ Working Relationships:	<ul style="list-style-type: none"> Reporting to the Director, Marketing and Communications, the Communications Manager works within the Marketing and Communications team. Ensure business communications support business objectives for Defence SA, Veterans SA, Defence Innovation Partnership and the South Australian Space Industry Centre. Works closely with the Manager, Marketing and Events on a range of marketing, event and communications activities. Works closely with preferred marketing agencies and other key suppliers to effectively and efficiently deliver communication activity. Works closely with the Manager, Government Relations to support ministerial submissions. Maintains strong relationships with relevant staff in the Minister's Office, in particular the Minister's Media Adviser, Defence Teaming Centre, industry and other government agencies. Works closely with and manages the Communications and Media Officer to efficiently deliver communications objectives for the team.
Special Conditions:	<ul style="list-style-type: none"> Some out-of-hours work will be required. A current Class C (Car) Drivers' Licence is desirable. A flexible approach to taking annual leave is required. Interstate and international travel may be required for specific events. Will be required to participate in the agency's performance review processes.
Experience / Knowledge/Skills	<ul style="list-style-type: none"> Knowledge of communication principles.

	<ul style="list-style-type: none"> • Experience in drafting written communication including speeches, media releases, social media and website content. • Experience in planning, managing and delivering high quality marketing and communications material. • Experience in supporting marketing campaigns through content development including advertising, public relations, internet, event management and sponsorship. • Experience in developing and maintaining effective working relationships. • Experience in VIP management. • Communication principles and practices. • Ability to work under limited direction. • Ability to work under pressure to deliver communications by required deadlines.
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QUALIFICATIONS	
Essential	<ul style="list-style-type: none"> • Nil (Extensive experience in communication activities and management experience is required)
Desirable	<ul style="list-style-type: none"> • Post-secondary or tertiary qualification in communications or related discipline. • Understanding of the defence and space sector. • Knowledge of South Australian industry and business environment. • Understanding of South Australian Government communication protocols and practices.

KEY RESPONSIBILITIES AND INDICATIVE OUTCOMES	
Implement the agency's communication activities	<ul style="list-style-type: none"> • The Communications Manager will implement the agency's communications activities. <p>Key responsibilities include:</p> <ul style="list-style-type: none"> • Planning, management and delivery of agency communications activities. • Developing effective communications strategies for all major campaigns and projects. • Drafting of key messages, speeches, presentations, media releases, ministerial briefings, correspondence and other communications material for the Chief Executive, Ministers, board members and agency staff. • Generating regular media and engagement opportunities for the Minister's consideration. • Liaison with Ministerial media advisor and development of timely, accurate responses to media enquiries/reports/announcements.

	<ul style="list-style-type: none"> • Identifying communication risks that may affect the profile and reputation of the defence and space sector and developing risk mitigation strategies. • Providing supporting communications to complex and sensitive Ministerials and Parliamentary Briefings for matters related to the activities of the agency. • Critically reviewing and providing quality assurance for Cabinet and Ministerial submissions, correspondence and briefings to ensure they meet agency objectives and government format requirements. • Developing content for marketing materials (including brochures, audio visual presentations, website) to ensure impact, effectiveness, accuracy, relevance and consistency of message. • Developing and implementing the agency's social media strategy. • Developing and implementing the agency's internal communications strategy. • Managing agency Corporate Communications, including delivery of the agency's annual report. • Briefing and liaising with external suppliers and internal departments to ensure the successful delivery of communication activities. • Procurement of goods and services as required in line with relevant policies and procedures. • Undertaking and coordinating broader projects on a needs basis as instructed by Director Marketing and Communications.
<p>Contribute to the achievement of the agency and team goals.</p>	<ul style="list-style-type: none"> • Participating in the Personal Performance Development process. • Taking a shared responsibility for the achievement of team outcomes and participating in the creating of a performance culture and team activities related to business planning and continuous improvement. • Facilitating the achievement of agency business plan objectives.

CORPORATE RESPONSIBILITIES

- 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.
- 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*.
- Utilise resources and information in a responsible and accountable manner and comply with all agency financial, human resources, procurement and other agency policies and procedures.
- Participate in the agency's performance review process.
- You maintain accurate and complete records of business activities in accordance with the *State Records Act, 1997*.
- Implement and maintain security in line with whole-of-government and agency policies.
- Respect and are inclusive of Aboriginal people and people from culturally and linguistically diverse backgrounds.
- Demonstrate a commitment to supporting a culture of zero tolerance towards violence against women in the workplace and community.

CAPABILITIES AND EXPECTED BEHAVIOURS	
Achievement Orientation	<ul style="list-style-type: none"> • Strives for excellence in all aspects of work. • Actively works to meet deadlines. • Achieves desired results with enthusiasm and a sense of urgency.
Communication	<ul style="list-style-type: none"> • Communicates effectively with a wide range of people and expresses ideas clearly and coherently, both verbally and in writing. • Adapts communication style to match the audience and the situation whilst maintaining brand integrity. • Demonstrates cultural sensitivity in communication.
Work organisation	<ul style="list-style-type: none"> • Sets priorities and allocates time and resources accordingly. • Committed to meeting own and team deadlines. • Demonstrates attention to detail. • Demonstrates resilience when faced with uncertainty or ambiguity. • Demonstrated ability to effectively manage the output of professional, technical and administrative staff by providing leadership, co-ordination, consultation, motivation, delegation and monitoring, often in a context of competing priorities and expectations.
CAPABILITIES AND EXPECTED BEHAVIOURS	
Teamwork	<ul style="list-style-type: none"> • Develops and accomplishes shared goals by taking an active role in the team and contributing ideas, knowledge and expertise • Exercises tact, tolerance, and humour in team interactions to promote effective working relationships • Supports team members to achieve goals by sharing workloads
Strategic Focus	<ul style="list-style-type: none"> • Understands an organisation's strategic direction and objectives