



ROLE DESCRIPTION

ROLE DETAILS	
Role Title: Communications Coordinator	Agency: Defence SA
Classification: ASO6	Business Unit: Corporate Affairs and Government Relations
Position No:	Location: Pirie St, CBD
Type of Appointment: 24-month contract	Date: May 2026

ROLE DESCRIPTION APPROVAL	ACKNOWLEDGEMENT
Chief Executive / /	Occupant / /

ROLE CONTEXT	
Role Summary:	<p>The Communications Coordinator reports to the Strategic Communications Manager working within the Corporate Affairs and Government Relations business unit at Defence SA. Defence SA also encompasses the South Australian Space Industry Centre (SASIC), Veterans SA and the Defence Innovation Partnership (DIP).</p> <p>The Communications Coordinator will have a responsibility for the planning and delivery of communication activities across media, web, print, social media and marketing collateral. This will include leading and contributing to a range of initiatives across all agency portfolios.</p>
Reporting/ Working Relationships:	<ul style="list-style-type: none"> • Reports directly to the Strategic Communications Manager. • Works closely with all personnel within Defence SA, particularly the Corporate Affairs and Government Relations team. • Works closely with the Digital Communications Coordinators to provide support and ensure consistency of communications and engagement across platforms. • Liaises with defence, space and veteran community stakeholders where required to support communications activities.
Special Conditions:	<ul style="list-style-type: none"> • Some out-of-hours work may be required. • A current Class C (Car) Drivers' Licence is highly 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.

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

KEY RESPONSIBILITIES AND INDICATIVE OUTCOMES	
Communications	<ul style="list-style-type: none"> • Lead development, planning and implementation of effective communication activities for agency portfolios, in consultation with the Strategic Communications Manager, that align with agency objectives and strategies. • Identify proactive opportunities to promote South Australian defence, space and veterans sector programs, news and achievements. • Produce written articles and content for all agency communication channels. • Provide advice to agency staff on communications matters related to agency initiatives to ensure a best practice approach to communications planning and stakeholder engagement. • Write speeches and create presentations to support speaking engagements by relevant ministers and executives. • Plan and deliver internal communications and CE and Executive communications support. • Prepare content, manage design and deliver a range of marketing collateral including brochures, ad copy, scripts and promotional videos. • Build and maintain relationships with internal and external suppliers and stakeholders to ensure the successful delivery of communications activities.
Media	<ul style="list-style-type: none"> • Work in collaboration with the Strategic Communications Manager to generate regular media and engagement opportunities for the Minister and agency's consideration. • Develop timely and accurate talking points, responses and briefings in responses to media enquiries/reports/announcements. • Undertake media monitoring and collation of relevant articles. • Draft media releases and provide media liaison support across all portfolios. • Provide advice to staff, executives and ministerial offices to ensure a best practice approach to media and issues management.
Digital communications	<ul style="list-style-type: none"> • Contribute to the development of social media content, plans and strategies. • Work with Digital Communications Coordinators to ensure development of timely, relevant, and impactful social media plans and assets to promote agency initiatives. • Provide support to develop content, publish and monitor agency social media platforms. • Contribute content and support the Digital Communications Coordinators to deliver agency e-newsletters. • Monitor stakeholder channels and announcements to identify relevant content for agency social media and digital channels. • Monitor agency websites ensuring content is current and relevant and make enhancements where required.

CAPABILITIES AND EXPECTED BEHAVIOURS	
Professional and technical knowledge and experience	<ul style="list-style-type: none"> • Extensive experience working in a senior communications or media role. • Excellent written and verbal communication, with the ability to tailor communications for diverse audiences. • Strong track record in developing, implementing and evaluating effective communication strategies and plans. • Proven ability to create high-quality content across various mediums including editorials, publications, web copy, ad copy and social media. • Extensive experience preparing speeches and executive-level presentations. • Experience in delivering digital communications including social media, web content, e-newsletters, video and podcasts.

OFFICIAL

	<ul style="list-style-type: none"> • Background in supporting integrated marketing campaigns, across advertising, public relations and editorial channels. • Extensive knowledge in contemporary digital communication practices and principles. • Experience in media liaison, including writing media releases and pitching to media, and a sound understanding of what makes news.
Achievement Orientation	<ul style="list-style-type: none"> • Strives for excellence in all aspects of work. • Achieves desired results with enthusiasm and a sense of urgency.
Communication	<ul style="list-style-type: none"> • Highly developed written communication skills that enable effective and appropriate communication with diverse audiences. • Skilled at translating complex information into clear, concise and accessible content. • Adaptive communication style to match the audience and the situation. • Demonstrated ability to communicate with cultural sensitivity front of mind. • Well-developed interpersonal, communication and negotiation skills with exceptional ability to develop and maintain strong relationships with stakeholders. • Ability to exercise independent judgement and apply sound problem solving and decision-making skills.
Work organisation	<ul style="list-style-type: none"> • Demonstrated ability to set priorities and allocate time and resources accordingly to meet own and team deadlines. • Excellent attention to detail. • Demonstrated ability to develop and implement innovative solutions to complex issues. • Strong organisational skills, with the ability to prioritise and manage workload within a fast-paced, dynamic environment. • Resilient and adaptable in the face of change, ambiguity and competing priorities.
Teamwork	<ul style="list-style-type: none"> • Demonstrated ability to work autonomously and as part of a team to achieve objectives and meet deadlines. • Commitment to develop and accomplish shared goals by taking an active role in the team and contributing ideas, knowledge and sharing workloads. • Proven ability to exercise tact, tolerance and humour to build positive and productive working relationships.
Strategic Focus	<ul style="list-style-type: none"> • Ability to understand the organisation's strategic direction and objectives to inform and guide operational work plans. • Proven ability to create and implement communications plans that contribute to strategic goals.

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.