



POSITION DESCRIPTION



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DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES



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Position Description

Senior Communications and Media Officer

Purpose of the position

Reporting to the Director, Corporate and Government Communications, the Senior Communications and Media Officer will assist with the communications activities of the Commission with the primary goal of strengthening relationships with all key internal and external stakeholders. The role is responsible for leading and developing the communications of specific strategic priority projects that promote the growth and sustainability of the tourism sector in South Australia.

As a member of the Corporate & Government Communications team, the role is also responsible for enhancing the corporate profile of the SATC and protecting its reputation within a politically sensitive environment, as well as managing the development and implementation of content and messaging to regional, state and national media.

The role will also play a supporting function in media relations, providing back-up assistance to the Media and Communications Manager during peak periods or as required.

Position Title:	Reports to:	Position Classification:
Senior Communications and Media Officer	Director, Corporate and Government Communications	ASO6 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Strategic Communications and Engagement	Level 9, SA Water House, 250 Victoria Square	NIL

Our Values



GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



DIG DEEPER

We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.



CAN DO

We believe there's nothing we can't do as a team.



SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

Essential Criteria**QUALIFICATIONS**

- Tertiary qualifications or equivalent in journalism, public relations, media, communications or other relevant discipline.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Extensive experience in communications roles that include corporate and government communications, digital and media management, and stakeholder relations.
- Excellent writing ability in a variety of styles including media releases, speeches, web, newsletters (internal and external), editorial, video, case studies, simplifying statistical data for infographics, etc.
- Proven experience in developing and implementing communication plans that strengthen relationships with a range of stakeholders.
- Demonstrated experience and high-level knowledge of contemporary communication and media practice, particularly reputation and media management, outreach development, event management, promotion and administration.
- Experience working at a senior level, working directly with Executive teams.
- Demonstrated experience in utilising a range of communication channels including social media/digital strategy development to engage stakeholders. Proven experience in sourcing and managing content across digital communication channels including website (internet/intranet), social media and email campaigns.
- Strong knowledge and understanding of public relations.
- Proven experience supporting proactive and reactive media relations.
- Proven capability to meet competing priorities and deadlines in a busy and politically sensitive environment by planning and organising workloads, setting and meeting objectives, goals and deadlines.
- High level communication and interpersonal skills, in writing, verbally and presentation, to communicate effectively with a range of audiences.
- Ability to work independently yet demonstrate a willingness to take direction and be a team player.
- A clear understanding of Government organisational structures, operational procedures and their interaction with the tourism industry and the community.
- Excellent interpersonal and written communication skills.
- Ability to perform effectively under pressure and to meet deadlines without sacrificing professional standards.

Desirable Criteria

QUALIFICATIONS

- N/A

SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge and understanding of communications platforms and tools.
- Experience working with a range of stakeholders across multiple organisations.
- Knowledge and understanding of the South Australian tourism industry and its relationship to the Australian and global tourism industry.
- Knowledge of the South Australian economy and trends affecting the tourism industry.
- Project management.
- Detailed understanding and experience of the role of the Commission and its relationship with Government.

Competencies

ATTENTION TO DETAIL	Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time. Establishes and maintains systems and processes which produce a consistent outcome.
ADAPTABILITY & FLEXIBILITY	The ability to adapt one's approach to suit changing requirements in a variety of situations, and to maintain effectiveness with different tasks & people, thereby contributing towards creating an efficient, agile organisation. Recovers from setbacks and maintains a positive outlook when faced with difficult situations.
PLANNING AND ORGANISATION	Proactively develops internal relationships by making efforts to listen to and understand requests and provide solutions to our stakeholder needs (both internal and external).
TIME MANAGEMENT	Understands the importance of a structured workflow, and the time-frames required to ensure communications are delivered in a timely, responsive manner; understanding that there are several priorities which must be managed across the agency.
COMMUNICATION	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
TEAMWORK	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.
INITIATIVE	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and takes action.

Key Responsibilities

COMMUNICATION WITH GOVERNMENT

- With direction from the Director, Corporate and Government Communications help develop and support the SATC relationship with the office of the Minister for Tourism and other departments across Government.
- Draft ministerial media releases, speeches, messages and briefing notes as required.
- Assist in organising press conferences and media launches where the SATC has initiated the relevant activity with government.

PERFORMANCE MEASURES

- Relationship with Minister's office and Government is healthy.
- Ensure speeches, draft releases and briefing notes contain key messages that are timely and accurate.

PRIORITY PROJECT COMMUNICATIONS

- Lead/develop the communications of specific strategic priority projects that promote the growth and sustainability of the tourism sector in South Australia.
- Create content to help inform and engage stakeholders about the SATC's strategic program of work.
- Responsible for the timely delivery of communications to support specific strategic priority projects, with a focus on regional tourism and Tourism for Good initiatives.

PERFORMANCE MEASURES

- Feedback from stakeholders that they feel informed and engaged about priority projects.
- Engagement on digital platforms with communications developed regarding priority projects.

EXTERNAL INDUSTRY COMMUNICATION

- Assist the Director, Corporate and Government Communications, ensure an effective communications strategy and tools are developed and maintained.
- Execute content distribution across relevant communication platforms and ensure information is timely, accurate and relevant.
- Communications and engagement plans and events are developed and delivered including outreach plans.
- Contribute to public engagement activities associated with major events.

PERFORMANCE MEASURES

- Growth on all digital communications platforms in accordance with the corporate communication strategy.
- Feedback from industry of a clear understanding of SATC strategic direction, policies and successes.
- That industry is well informed of SATC activities.

COPORATE PUBLIC RELATIONS

- Support the Director, Corporate and Government Communications on strategies to ensure a whole of agency approach to delivering messages and activities that position tourism as a key economic driver.
- Support the delivery of proactive and reactive media relations in order to raise the corporate profile of the SATC.
- With direction from the Director, Corporate and Government Communications provide media advice including researching, writing, and managing approval of information.
- Develop media releases, speeches, messages, and briefing notes as required for the SATC.
- Reinforce and highlight the SATC's activities to industry through various channels including the development of the external newsletter, corporate videos, case studies and infographics.
- Support the Director, Corporate and Government Communications on corporate communications launches and media events.
- Identify and help develop and implement issues / crisis management strategies and communicate those strategies to various stakeholders.
- Develop messages and content for social media channels and the corporate website.

PERFORMANCE MEASURES

- Strategies endorsed by Executive with regular updates provided to leadership.
- Events and launches run smoothly, cementing the SATC's reputation for excellence.
- Issues and crisis management strategies in place and are demonstrably effective when such issues arise.
- Communication and media plans are evaluated.
- Increased interaction with industry through EDM and the corporate website.
- Increase social engagement on all SATC corporate social media platforms.

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives.

PERFORMANCE MEASURES

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

Special Conditions

- The appointment will be subject to a 6-month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.

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Executive Manager	Line Manager	Incumbent
Chris Burford Executive Director Strategic Communications and Engagement	Anastasia Karalis Director, Corporate and Government Communications	Name Title Group
<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>