

Role Statement



TITLE OF POSITION:
Senior Media Officer

CLASSIFICATION LEVEL:
ASO-6

Organisation Overview

The Department of Planning, Transport and Infrastructure (DPTI) serves the South Australian community by providing safe, effective and efficient planning, transport and infrastructure networks across the state and facilitating development of the State's Infrastructure, in accordance with South Australia's Strategic Plan and the State Infrastructure Plan.

DPTI is a values based organisation and relies on its people to live the values through positive behaviours to improve outcomes for employees and all South Australians.

By working together we capitalise on a unique and powerful opportunity – to connect with every part of our community and deliver positive outcomes every day.

Division

The People and Business Division comprises the Customer and Information Services, People and Performance, Legal and Commercial and Investment Services directorates.

The Customer and Information Services Directorate is comprised of six sections; Media, Engagement and Communications, Frontline Services, Strategic & Quality Services, Operations, Solution Services and Business Partnerships.

The Media Engagement and Communications section provides a centralised service setting strategic direction to facilitate integrated and coordinated internal and external communications and community engagement. The section is responsible for coordinating media, digital media, strategic communications and community and business engagement. It drives and delivers continual improvement to ensure timely and high quality delivery of information to customers, stakeholders and the community.

Directorate:
Position Number:
ANZCO Code:
Location: #ASO6 Template 9556538



Government of South Australia
Department of Planning,
Transport and Infrastructure

Role Overview

The Senior Media Officer is responsible for driving the media team, both traditional and social media, proactive and reactive, functions, in providing quality, responsive support across the department. The Senior Media Officer will liaise with Ministerial Offices and works with business areas in relation to media, publicity, editorial, research, analysis and communication support services.

The Senior Media Officer leads high level research and analysis to answer media questions, and provide reports as required while working as part of the wider Media, Engagement and Communications team delivering integrated strategic communications and communication plans. The Senior Media Officer will have the ability to identify proactive opportunities and develop strategic media plans and responses.

The Senior Media Officer must be able to simplify and convey complex issues while maintaining context and is required to liaise with internal and external stakeholders and customers as well as with ministerial media and portfolio advisers.

Key Outcomes of the Role

The Senior Media Officer is required to undertake a wide range of activities which may include all or any of the following:

- a. Planning, developing, managing and evaluating assigned agency programs, projects, systems, policy development processes and/or services that deliver DPTI's objectives, including the implementation of change initiatives.
- b. Motivating and/or mentoring staff and coordinating resources and stakeholders to deliver assigned agency programs, projects, systems, policy development processes and/or services.
- c. Resolving complex issues with innovative solutions that are consistent with Agency objectives and demand a significant level of responsibility for aspects of State, regional and/or local programs.
- d. Undertaking critical, sensitive and/or complex research, analysis and reporting relating to key data trends and policies that impact on successful completion and implementation of assigned programs, projects, systems and/or services.
- e. Providing expert policy input and advice to management and stakeholders regarding current relevant discipline developments and issues related to assigned agency programs, projects, systems and/or services.
- f. Managing critical, sensitive and/or complex information and consultation processes with stakeholders and across government agencies.
- g. Contributing to a safe, diverse and healthy work environment free from discrimination and harassment by working in accordance with 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.
- h. Contributing to a high standard of customer service for internal and external clients and quality management and risk.

Special Conditions and Essential Requirements

Out of hours work will be required.

This role has been classified as a position of trust. The incumbent is subject to a satisfactory criminal history / record check in line with departmental policies and procedures.

Qualifications / Licences

- a. Nil

Person Capabilities

- a. Demonstrated understanding of Aboriginal and Torres Strait Islander peoples' cultures and social issues, with the ability to recognise and address barriers to Aboriginal and Torres Strait Islander people's participation in departmental policies, programs and services.
- b. Facilitates DPTI's cultural change by leading, modelling and engaging the workforce to embrace and exhibit the DPTI values and behaviours including:
 - a. **Collaboration** – “At DPTI we work collaboratively as one team to serve the South Australian Community. This means our diversified teams work together to achieve our shared goals.”
 - b. **Honesty** – “At DPTI we are honest, open and act with integrity. This means we are truthful, sincere and transparent in our decision making and act at all times in such a way as to uphold the trust of the people we work with.”
 - c. **Excellence** – “At DPTI we are committed to excellence in everything we do. This means we use our energy, skills and resources to make whatever we're doing the best. We are committed to ensuring the Health and Safety of our employees and customers.”
 - d. **Enjoyment** – “At DPTI we enjoy our work and recognise our success. This means we have fun at work, celebrate our achievements and foster an environment where our people can thrive”.
 - e. **Respect** – “At DPTI we respect, understand and value ourselves and every person in our business. This means we listen, embrace diversity in others and have a consistent application in our approach to one another.”
- c. Drives a culture of integrity, professional accountability and diversity across the department and across government, and through community interactions in line with the SA Government's Code of Ethics and the *Equal Employment Opportunity Act 198.7*
- d. Demonstrates commitment and accountability to the implementation of the Premier's Safety and Wellbeing Declaration and requirements of the *Work Health and Safety Act 2012*, utilising AS/NZS ISO31000:2009 Risk Management or equivalent.

- e. Delivers customer focused and strategically aligned services and practices using effective verbal and written communication to successfully engage stakeholders and negotiate complex matters.
- f. Significant experience in efficiently managing resources to develop, deliver, evaluate and improve programs, projects, systems, policies, services and staff performance.
- g. Works under broad direction, independently or as part of a team, and applies well-developed discipline knowledge, prioritises, plans and coordinates activities, implements change and mitigates risk.
- h. Engages high level analytical and research skills to evaluate complex information, provide expert advice, understand social, economic and commercial factors, manage competing priorities, meet deadlines and write concise reports with recommendations.

Delegate Approval

Sam Rodrigues

Name

.....

Signature

Date: / /