

# Role Statement



**TITLE OF POSITION:**  
**Senior Media Officer**

**CLASSIFICATION LEVEL:**  
**ASO-5**

## 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: #ASO5 Template 9556735



Government of South Australia  
Department of Planning,  
Transport and Infrastructure

## Role Overview

The Senior Media Officer is responsible for providing quality, responsive media relations support across the department, and in liaison with Ministerial Offices, in relation to media liaison, publicity, editorial, research, analysis and communication support services.

The Media Officer undertakes 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. Implementing and/or coordinating assigned agency programs, projects, systems, policy development processes and/or services that are considered to be broad in scope and may include supporting related planning, change and improvement functions.
- b. Motivating and/or mentoring staff and controlling allocated resources 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 which may include developing and selecting new techniques and methodologies appropriate to the discipline and agency.
- d. Providing high level analysis, research, information and expert advice that will assist in the development of assigned agency programs, projects, systems, policies and/or services.
- e. Undertaking critical, sensitive and/or complex information, consultation and/or negotiation processes with stakeholders and across government agencies.
- f. Coordinating investigations and preparing reports and recommendations on matters of some complexity and sensitivity.
- 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. Works respectfully and effectively with Aboriginal and Torres Strait Islander people, and understands their cultural values and ensures programs and services are accessible and meets Aboriginal community needs.
- b. Demonstrates a commitment to communicating and facilitating cultural change by influencing the workforce to actively engage and exhibit behaviours reflecting the DPTI values including:
  - i. **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.”
  - ii. **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.”
  - iii. **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.”
  - iv. **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”.
  - v. **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. Facilitates 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 1987*.
- 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. Understands and is responsive to customer needs and perspectives, and provides a professional positive experience while managing outcomes which respect DPTI's systems, processes, and policies.
- f. Demonstrates ability to deliver departmental programs under limited direction, and in a timely manner collaborates intradepartmentally to seek and provide informed advice on complex issues to mitigate the agency's risk.

- g. Proven experience in successfully coordinating and/or implementing programs and projects that maximises the utilisation of resources, and where required, providing staff with professional development opportunities.
- h. Demonstrates ability to utilise high level analytical and research skills and contemporary knowledge of the discipline, issues, risks and directions associated with the unit's programs to provide effective verbal and written communication.

Delegate Approval

Sam Rodrigues

Name

.....

Signature

Date:     /     /