

## JOB AND PERSON SPECIFICATION

<b>ROLE TITLE</b>	Communications Officer		
<b>CLASSIFICATION</b>	ASO6	<b>Position No.</b>	M16460
<b>TEAM</b>	Strategic and Corporate Services		
<b>TYPE OF APPOINTMENT</b>	Term		
<b>QUALIFICATIONS</b>			
<ul style="list-style-type: none"> <li>Essential – An appropriate degree or tertiary qualification in journalism, communications or a related field</li> <li>Desirable – Studies or training in website development, multi-media or social media technologies.</li> </ul>			
<b>OUR VISION</b>			
All children and young people have access to high-quality education and care in safe, well-governed and well-managed services.			
<b>OUR VALUES</b>			
The Education Standards Board will uphold public sector values through its decisions, actions and interactions. In addition, we are committed to our values:			
<ul style="list-style-type: none"> <li>Honesty &amp; integrity: We are consistent and fair in our actions to encourage openness and transparency</li> <li>Professionalism: We have a culture that strives for excellence and aims to improve productivity</li> <li>Sustainability: We respond to change and proactively improve</li> <li>Collaboration &amp; engagement: We collaborate in our work practices</li> <li>Accountability: We make decisions that comply with legislation, are ethical and are consistent with approved policy and procedure.</li> </ul>			
<b>CONTEXT</b>			
The <i>Education and Early Childhood Services (Registration and Standards) Act, 2011 (Act)</i> established our Statutory Authority called the Education Standards Board. The Act and associated legislation shape South Australia's approach to the registration and regulation of education and care services from early childhood to senior schooling.			
<b>ROLE PURPOSE</b>			
Reporting to the Communications Lead, the Communications Officer will help drive the communications activities of the Education Standards Board (ESB), with the primary goal of strengthening relationships with all key internal and external stakeholders. The role also promotes the profile and initiatives of the ESB with industry stakeholders, while enhancing the corporate profile of the ESB and protecting its reputation within a fast-paced and politically sensitive environment. This is achieved through developing and implementing communications projects and high-quality content and messaging to deliver a coordinated approach across a range of media channels.			
<b>REPORTING / WORKING RELATIONSHIPS</b>			
<ul style="list-style-type: none"> <li>Reports to: Communications Lead</li> <li>Works closely with the Chief Executive, other Senior Managers and their teams</li> <li>Direct Reports: Nil</li> </ul>			

<b>SECTION A:</b>	<b>RESULTS TO BE ACHIEVED</b>
	<ul style="list-style-type: none"> <li>• Develop, implement, manage and evaluate communications projects across the ESB to deliver a coordinated messaging approach across a range of media channels, working collaboratively with Senior Managers and staff to ensure proactive identification of opportunities, risk mitigation and issue resolution.</li> <li>• Draft and edit high-quality, relevant, accurate and clear written communications suitable for a variety of audiences and for multiple mediums in a timely manner. This includes the ESB newsletter (internal and external), website, sector alerts, media releases and responses to media enquiries, case studies, information sheets and promotional materials addressing complex and/or sensitive issues.</li> <li>• Provide high-quality communications and stakeholder engagement advice, services and support to key stakeholders to enhance ESB visibility and facilitate the achievement of identified organisational goals and objectives.</li> <li>• Coordinate, develop and maintain the ESB's communications outputs adhering to established processes and channels to ensure timely, relevant, accurate and clear information to stakeholders.</li> <li>• Review operations to identify and implement continuous improvement to communication processes and channels that take advantage of emerging communication trends and technology.</li> <li>• Appropriately refer complaints and enquires in accordance with ESB policies and procedures.</li> <li>• Maintain and provide advice on the ESB's branding, style guides and all templates for internal and external communications, ensuring the ESB is meeting relevant requirements.</li> <li>• Monitor and report on media sources and activities of relevance to the ESB and maintain an up-to-date media library.</li> <li>• Maintain working knowledge of legislation and policy that governs the sector, as well as industry best practice to support and showcase quality delivery of communications and editing functions.</li> <li>• Liaise effectively with stakeholders and communications suppliers, including other government departments, industry and other relevant organisations, and manage their expectations for ESB service delivery.</li> </ul>
	<b>SPECIFIC REQUIREMENTS</b>
	<ul style="list-style-type: none"> <li>• The successful applicant will be required to satisfactorily complete a Department of Human Services Working with Children Check prior to being employed and regularly as required.</li> <li>• Flexible working arrangements are available for this position.</li> <li>• Compliance with Government legislation, Code of Ethics for the SA Public Sector, <i>State Records Act 1997</i>, ESB policies and procedures, including ethical / accountable resources and information management, WHS and injury management, risk management, and the access / equity / diversity strategies of the public sector.</li> <li>• The incumbent will be required to maintain a safe working environment by adopting appropriate hazard management practices consistent with the role.</li> </ul>
<b>SECTION B:</b>	<b>SELECTION CRITERIA</b>
	<b>TECHNICAL EXPERTISE</b> <ul style="list-style-type: none"> <li>• Significant level of experience in planning, drafting and editing high-quality, relevant, accurate and clear written communications including newsletters (internal and external), media releases and media responses, website articles, information sheets, case studies and promotional materials.</li> <li>• Significant level of experience and knowledge of contemporary communications and protocols within a government context, including effective communication methods and an understanding of South Australian Government Branding Guidelines.</li> <li>• Significant level of experience and knowledge of media practice, including reputation and media management.</li> <li>• Expertise in maintaining and advising on branding, style guides and templates, reviewing operations and continuously improving communication processes and channels to take advantage of emerging communication trends and technology.</li> <li>• Proficiency in the following communication software or platforms (or similar): <ul style="list-style-type: none"> <li>○ Social media</li> </ul> </li> </ul>

- Campaign Monitor
- Drupal CMS
- Squiz Matrix
- Proficient in the use of Microsoft Office software.
- Ability to coordinate webinars to an external audience.

**PERSONAL ABILITIES**

- Excellent written and verbal communication, including demonstrated expertise in writing clear, concise and interesting communication materials that are targeted and accessible to different audiences and effectively communicate complex and technical information.
- Strong interpersonal skills, including proven ability to consult, liaise, influence, negotiate and develop an internal and external network.
- Demonstrated ability to work effectively with attention to detail, analyse complex and/or sensitive information, grasp new concepts quickly and exercise a significant level of responsibility, decision making, judgement and delegated authority in resolving issues.
- Demonstrated ability to work under broad direction, determine priorities to meet tight deadlines, provide advice on complex and sensitive issues and produce a high standard of work under pressure.
- Demonstrated ability to recognise and deal discreetly with confidential matters, demonstrate integrity and apply diplomatic skills to sensitive matters.

**EXPERIENCE**

- Significant level of experience in developing, implementing, coordinating and evaluating communications projects to deliver a coordinated messaging approach across a range of media channels that align with communications plans and achieve strategic objectives.
- Significant level of experience and knowledge of contemporary communications and protocols within a government context.
- Significant level of experience and knowledge of media practice, including reputation and media management.
- Demonstrated experience managing and updating websites and corporate social media channels.
- Experience in the use of records management systems such as SharePoint / MS Teams.

**SECTION C: DESIRABLE SELECTION CRITERIA**

- Understanding of the role of the Education Standards Board as a statutory authority of the state of South Australia.

<b>Assessed by:</b>	Atkis Performance Management (reporting lines updated Feb 2025)	<b>Approved by:</b>	Audra Cooper <i>A Cooper</i> A/Chief Executive Education Standards Board
<b>Date:</b>	July 2024 (noting the content has been transferred to ESB PD template January 2025)	<b>Date:</b>	March 2025