



OPS4 Visual Media Producer, Marketing & Communications Unit

ORGANISATIONAL OVERVIEW

South Australia Police (SAPOL) provides a diverse range of services to the community. These services are aimed at producing a safe and peaceful environment by the minimisation of crime and disorder. It is a large complex organisation which, because of the nature of its operations, is constantly subject to public scrutiny and accountability. It provides services to a range of different locations (over 100) spread across the State on a 24 hour a day basis.

SAPOL's vision is to provide 'Safer Communities'. All SAPOL employees are guided by Our Values of Service, Integrity, Courage, Leadership, Collaboration and Respect. SAPOL is an organisation with a proud history and an exciting vision for the future.

POSITION OVERVIEW

Summary

The Marketing and Communications Unit (MCU) is part of the Media and Marketing Section (MMS) which sits within the Governance and Capability Service (G&CS). G&CS contributes to SAPOL's vision of 'Safer Communities' by providing executive and policy support functions to the Commissioner of Police and plays a vital role in fostering meaningful engagement between SAPOL, its workforce, and the community. The Service ensures the organisation is aligned, informed, and equipped to deliver high-quality policing services across South Australia.

MMS has the responsibility for providing timely and accurate information to the media and community relative to SAPOL's operations and issues affecting community safety and service delivery. It is composed of MCU and the Media Unit. MCU is responsible for marketing, branding, internal communications, creative services and SAPOL's Digital Services Office (DSO).

Service

Integrity

Leadership

Collaboration

Courage

Respect



Reporting to the Manager, Marketing and Communications Unit, the Visual Content Producer is responsible for the coordination and production of high-quality corporate, promotional and training video and photographic content for internal and external use.

The role supports SAPOL’s communication objectives by delivering professional audio visual and photographic services, ensuring all outputs meet the clients’ needs whilst complying with SAPOL’s branding, copyright and quality standards.

Special Conditions

Work Status	The incumbent must hold a current Australian work eligibility status and will be subject to a criminal history check. The incumbent may be assigned to other duties at this remuneration level or equivalent.
Location	Adelaide CBD
Qualifications	N/A.
Out of Hours Work	Some out of hours work may be required.
Travel	Some intrastate and interstate travel may be required.
Performance Management	The incumbent is required to participate in SAPOL’s iEngage program.

Reporting / Working Relationships

The Visual Content Producer reports to the Manager, Marketing and Communications Unit and works closely with another/the other Visual Content Producer, Corporate Photographer and graphic design team.

The incumbent interacts closely with staff of all levels at SAPOL, government agencies, non-government agencies, community organisations, external contractors and service providers.

KEY OUTCOMES

- Ensure that a professional standard of multimedia and photographic product is delivered by utilising a proficient production planning process, from initial client contact through all stages of production from planning through to product delivery. This may include supporting script development, location planning, scheduling, content capture, editing and sound mixing.
- Ensure the finished product meets SAPOL’s branding and copyright obligations including compliance with photographic uniform, probity and talent release requirements.
- Ensure that audio-visual and photographic outputs meet client needs and expectations by providing preliminary advice and ongoing liaison throughout the entire production process including determining photographic job requirements, deadlines and deliverables.
- Ensure that equipment is maintained in good working order and is in secure storage.

- Maintain up to date professional standards by on-going liaison with private sector and other public sector organisations regarding new technology and production techniques.

QUALIFICATIONS / SKILLS / KNOWLEDGE / EXPERIENCE

Essential Minimum Requirements

- Ability to work with minimal supervision, prioritise workload and make sound judgement calls on workflow to successfully meet multiple and competing deadlines whilst maintaining a high level of accuracy and attention to detail.
- Strong written and verbal communication skills in order to work with both technical and non-technical staff clients and stakeholders.
- Demonstrated ability to plan, coordinate and apply creativity and initiative throughout the entire production process, ensuring client briefs are fully realised in final outputs..
- Competence in providing direction to individuals involved in productions, including operators, actors or role players and the ability to resolve any logistical or technical problems that might arise during location filming or photographic shoots.
- Proficient use of professional audio, video and photographic equipment with competent knowledge of both studio and location lighting, audio and shooting techniques to optimise the quality of visual outputs.
- Very high level of skills and knowledge of computer based non-linear video and image editing, and proficient use of professional software for editing, audio mixing, image enhancement and multimedia authoring including Adobe Creative Suite.
- Proficient understanding of multimedia and photographic file formats, including complex encoding techniques to ensure effective end-delivery across all digital services and platforms.
- Problem solving ability to address technical issues that may occur during post-production processes.
- Experience in collating, cataloguing and maintaining multimedia and photographic resources, including use of media libraries, metadata capture and organised storage systems.
- Knowledge of the principles of equity, diversity and inclusion.
- Demonstrated comprehensive knowledge and commitment to WH&S legislation, principles and practices and risk assessment in accordance with the WH&S Act (2012), regulations, approved codes of practice and AS/NZS ISO 31000:2018 Risk Management –Guidelines.

Desirable Characteristics

- Tertiary qualification in Digital Media, Graphic Design, Marketing and Communications or a related discipline.

CORPORATE RESPONSIBILITIES

- Maintain accurate and complete records in accordance with the *State Records Act 1997* and departmental policies, procedures and practice guidance.
- Act at all times in accordance with the Code of Ethics for the South Australian Public Sector and legislative requirements including (but not limited to) the *Public Sector Act 2009* and *Work Health and Safety Act 2012*.
- Actively contribute to SAPOL's commitment to being an inclusive workplace where everyone is safe, respected and supported to reach their potential by demonstrating inclusive behaviour and showing respect for diverse backgrounds, experiences and perspective.
- Demonstrate an understanding and commitment to **WH&S legislation**, principles and practices and risk assessment in accordance with the **WH&S Act (2012)**, regulations, approved codes of practice and AS/NZS ISO 31000:2018 Risk Management – Guidelines.