



## ROLE DESCRIPTION

**ROLE TITLE:** Social Media & Content Officer

**AGENCY:** South Australian Motor Sport Board

**CLASSIFICATION:** ASO5

**BUSINESS UNIT:** Marketing

**ROLE NUMBER:** P48459

**REPORTS TO:** Head of Marketing

**ROLES REPORTING TO THIS ROLE:** Nil

**BUDGET:** Content and Influencer Budget

### ROLE PURPOSE:

The South Australian Motor Sport Board (SAMSB) delivers major motorsport events that promote South Australia, including the Adelaide Grand Final and the World Solar Challenge and from 2027, the Australian Motorcycle Grand Prix.

Reporting to the Head of Marketing, the Social Media & Content Officer is responsible for the social media and content strategy across all SAMSB event social channels, providing specialist advice and working under limited direction. A key function of the role is to create engaging, high-quality content across Facebook, Instagram, TikTok and LinkedIn to deliver sustained channel growth and audience engagement aligned with organisational objectives.

You are also responsible for sourcing and maintaining relationships with event influencers and content creators, working alongside internal and external stakeholders to ensure an integrated and consistent approach to content and campaign delivery.

### KEY OUTCOMES OF ROLE:

1. Develop and implement optimised social media and content strategies for all SAMSB events, delivering content plans aligned with marketing and publicity objectives to drive audience growth, reach, engagement and advocacy.
2. Design, film and edit performance-driven content across social and digital channels, applying data, insights and professional judgement to optimise creative effectiveness and maximise results.
3. Provide specialist advice on social media trends, platform algorithms and best practice, recommending new techniques and approaches to enhance content performance and channel growth.
4. Ensure extended in-event content teams across all SAMSB events deliver comprehensive coverage and capture of high-quality content to support campaigns and year-round content needs.
5. Monitor social media channels for audience feedback and enquiries, managing community engagement and responses in a timely and professional manner in line with brand and reputational considerations.
6. Source and maintain partnerships with event influencers and content creators, developing briefs, managing allocated budgets, and overseeing contract execution and content delivery to meet campaign and event objectives.
7. Manage digital deliverables for commercial partnerships, including content development, publishing and performance reporting to meet contractual and organisational requirements.
8. Analyse performance and prepare regular reports, providing strategic recommendations to inform decision-making and optimise growth across social media channels.
9. Edit and develop content as required to support campaigns, events and ongoing organisational content requirements.



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**KEY RELATIONSHIPS / INTERACTIONS:**

- All SAMSB team members
- Commercial partners
- Key external agencies and stakeholders
- Social media users
- Influencers & Content Creators

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**SPECIAL CONDITIONS:**

- Applicants will be required to work extended hours leading into and during major events.
- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires:
  - National Police Check (required for all roles)
  - Working with Children Check
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

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**KEY SELECTION CRITERIA:**

- Proven experience supporting the development and delivery of social media and content activities, driving audience growth and engagement across multiple platforms.
- Skilled in planning, filming, editing, and delivering performance-driven digital content, including managing and coordinating in-event content teams to achieve campaign objectives.
- Demonstrated ability to coordinate influencer and content creator partnerships, including sourcing, briefing, negotiating, overseeing contracts, and ensuring delivery of aligned content.
- Proficient in analysing performance metrics, producing reports, and providing strategic recommendations to guide content strategy and decision-making.
- Proven experience in using Adobe Creative Cloud and video editing software.
- Strong project management and organisational skills, with experience managing multiple priorities, budgets, and external partners effectively.
- Self-motivated and adaptable, capable of exercising judgement and delivering outcomes independently under pressure in a fast-paced environment.

**PURPOSE**

- Making a difference so South Australia thrives

**VISION**

- The Heart of government

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**DPC VALUES**

- Curious
- Courageous
- Connected

**SOUTH AUSTRALIAN PUBLIC SECTOR VALUES**

- Trust
- Service
- Professionalism
- Respect
- Collaboration and Engagement
- Honesty and Integrity
- Courage and Tenacity
- Sustainability

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**CORPORATE RESPONSIBILITIES**



Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

## CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

### Supports and Implements the Strategic Direction

- Understands the big-picture and contributes to the development of strategic direction
- Understands and supports organisational goals and business objectives
- Understands, supports and promotes organisational goals and business objectives
- Steers and implements change
- Identifies, defines and solves complex problems relating to the teams work objectives
- Identifies broader factors, trends & influences across the Public Service that may impact on the teams work objectives

### Achieves Results

- Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes
- Evaluates alternatives objectively and uses evidence, knowledge and experience to deliver the best result
- Ensures compliance with Public Sector legislation, regulations and policies
- Monitors project performance and takes action to improve the delivery of quality outcomes as required
- Values specialist expertise and capitalises on the knowledge and skills of self and others

### Enhances Business Excellence

- Actively supports and seeks new innovative initiatives and is responsive to change methodology to implement these
- Keeps abreast of market trends, developments and economic/legislative changes to meet current and future organisational needs
- Identifies learning opportunities. Gives timely praise and recognition. Deals with under performance promptly, and works towards agreed performance standards
- Embeds a strong customer service ethos by understanding needs
- Monitors expenditure, manages procurement and contract procedures and identifies the appropriate use of resources

### Cultivates Productive Working Relationships

- Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns
- Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict
- Works collaboratively and shares information with own team and seeks input from others
- Builds and sustains positive relationships with team members, stakeholders and clients
- Confidently communicates messages in a clear and concise manner using appropriate language

### Exhibits Personal Drive and Professionalism

- Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour
- Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them
- Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner
- Self evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others. Committed to self development
- Contributes to a culture that values and respects diversity and models this in all interactions
- Ensures standards for the safety and wellbeing of self and others are maintained