



ASO3 Communications and Engagement Officer, Neighbourhood Watch (NHW)

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 Communications and Engagement Officer, Neighbourhood Watch is accountable to the Communications and Engagement Manager for the development and delivery of engaging communications that drive Neighbourhood Watch awareness in line with SAPOL's corporate goals and government objectives.

The Communications and Engagement Officer is responsible for writing, editing, designing and scheduling content across the Neighbourhood Watch and SAPOL online and offline platforms to contribute to the success of the Neighbourhood Watch program.

Service

Integrity

Leadership

Collaboration

Courage

Respect



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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	Marketing / communications or related field qualifications are desirable.
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 Communications and Engagement Officer:

- Reports to the Communications and Engagement Manager but will be required to take direction from Public Engagement Unit Coordinator at times.
- Works closely with Managers and employees across the Communication and Engagement Branch, particularly the Media and Marketing Section.
- Works collaboratively with Managers, Supervisors and employees across SAPOL and external stakeholders including but not limited to volunteers and members of the community.

KEY OUTCOMES

Coordinate and deliver communications activities in relation to the Neighbourhood Watch program:

- Plan, write and share content across Neighbourhood Watch online and offline communication channels (including internal channels).
- Create and maintain a Neighbourhood Watch content calendar.
- Contribute relevant Neighbourhood Watch content to SAPOL communication channels whilst working closely with the Media and Marketing Section.
- Source Neighbourhood Watch news stories by liaising with internal and external stakeholders such as NHW groups, SAPOL District and Local Service Area staff, and attending suitable Neighbourhood Watch events to capture content.
- Maintain and moderate Neighbourhood Watch social media platforms through the use of social media management tools.
- Support Neighbourhood Watch groups with their communication channels through the development of training packages and toolkits.
- Assist in the continuous development and implementation of Neighbourhood Watch social media platform's moderation policies and processes.

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- Take photos for Neighbourhood Watch purposes and manage photo consents.
- Prepare creative graphics, visuals and animations for Neighbourhood Watch resources including print and online publications and promotional products using Canva and/or Adobe Creative Cloud programs.
- Ensure compliance with SAPOL's Corporate Identity Manual and SA Government branding requirements.
- Analyse and review Neighbourhood Watch online and offline content's performance to ensure future content is audience-led; driving growth and development of the Neighbourhood Watch program.
- Stay abreast of the latest advancements in communication platforms, issues and trends in order to effectively navigate the changing online landscape. Implement suitable findings while also providing advice to the unit.
- Contribute to the planning and delivery of the annual Neighbourhood Watch Awards.

Develop and maintain relationships with stakeholders:

- Develop and maintain effective working relationships with a wide range of key stakeholders.
- Develop and maintain high quality and effective relationships with local Neighbourhood Watch groups by attending meetings and community events to capture content and promote Neighbourhood Watch.
- Develop and maintain high quality and effective relationships with the Neighbourhood Watch Volunteers Association of SA Inc. Board of Management.

Contribute to the ongoing improvement of Neighbourhood Watch and crime prevention programs:

- Contribute to the effective planning and delivery of broader community engagement programs, strategies and objectives by promoting and engaging in a team culture and offering advice and support.

QUALIFICATIONS / SKILLS / KNOWLEDGE / EXPERIENCE

Essential Minimum Requirements

- Experience in managing online and offline communication channels and understanding the opportunities and risks that the channels present.
- Demonstrated knowledge in using web content management systems, social media platforms and email marketing platforms.
- Experience in sourcing, writing and tailoring content for different audiences and mediums.
- High level communication skills, verbal and written, including the ability to deliver clear and concise content.
- Demonstrated experience in using Canva and/or Adobe Creative Cloud programs to produce visual communications tools for both online and print purposes.
- Ability to review performance analytics to set future direction and plan content.
- Demonstrated interpersonal skills which facilitate effective working relationships.
- Ability to work under general direction to effectively manage workload, determine priorities and organise work to a high standard, while meeting deadlines

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- Ability to participate in a small team environment as a willing and effective member, including the ability to work collaboratively to achieve agreed objectives by using initiative and judgement.

Desirable Characteristics

- Previous experience working in community programs and/or with volunteers.
- Qualification in marketing / communication or related field.
- Experience in content management systems within Government.
- Experience in graphic design, video and/or animation.
- Knowledge of SA Government communications, media and community engagement policies, procedures and guidelines.

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.