



Role Statement

Position title:	Engagement and Communications Specialist	Position no:	TBC
Classification:	ASO6	Review date:	March 2026
Directorate:	Operations		
Business unit:	Strategy and Corporate Affairs		

About us

Our department's primary objective is the delivery of homes and housing options for South Australians. In response to the national housing crisis, we are committed to accelerating the build of a diverse range of housing options. We strive to find solutions to the urgent demand for housing security.

Our mission focuses on coordinating various portfolios related to housing, housing infrastructure, urban development, and planning. By ensuring sound decisions and efficient management, we strive to create sustainable, well-planned communities offering safe and affordable housing options.

The Engagement and Communications team deliver community and stakeholder engagement strategies for the department and the State Planning Commission. The team develop bespoke engagement plans for each project, executing the plan through the application of best practice principles and providing analysis of community and stakeholder feedback. This helps inform decision-making and has impact on outcomes for the community

Join us in our endeavour to address one of the most pressing challenges of our time and make a tangible difference in the lives of our community.

OUR VALUES: Professionalism | Service | Respect | Courage and Tenacity | Collaboration and engagement | Trust | Sustainability | Honesty and Integrity |

About this role

The primary purpose of the Engagement and Communications Specialist is to deliver effective strategic communications and stakeholder engagement activities to support the successful delivery of the departments projects to a diverse set of stakeholder groups.

The position will work closely with the Planning and Building directorate to support successful delivery of changes to the Planning and Design Code and implementation of the Government of South Australia planning policy.

Who will you work with

Reports to the Head of Engagement and Communications (Planning and Building)

Key Relationships/Interactions:

- Works closely with DHUD Director, Strategy and Corporate Affairs
- Works with the DHUD's Strategic Planning, Growth Planning, Development, Building, PlanSA and Geospatial directorates and other DHUD project teams.
- Works with the DHUD Engagement and Communications team
- Works with the DHUD Media and Communications team
- Works with external stakeholders such as councils, industry groups, other state agencies and community groups
- Works with external vendors and suppliers

Conditions

- Some out of hours' work may be required.
- Some intra state, international and interstate travel may be required.
- Required to maintain a safe working environment by adopting appropriate hazard management practices consistent with the role.
- Compliance with Government legislation, Code of Ethics for the SA Public Sector, Departmental policies and procedures, including information management, WHS and injury management, risk management, and the access / equity / diversity strategies of the public sector.
- Required to obtain a National Police Check prior to employment. A renewal will be required every 3 years.

What you will do

Key responsibilities

Specified duties

**Performance indicator/
measurement**

Develop and execute impactful engagement and communications plans

- Ensure a diverse range of stakeholders are suitably informed and engaged
- Provide necessary reporting on statutory engagement processes

- Plans meet project delivery timeframes
- Plans capture innovative and creative ways to engage new audiences
- Plans consistent with the principles of the Community Engagement Charter

Provide high level written communications materials

- Provide high level writing and editorial services including publications, articles, fact sheets, online copy, newsletters traditional media and social media content

- Communication is well-written, audience appropriate and grammatically correct
- Communication is tailored for different audiences and levels of understanding
- Communication is appropriate for the medium/platform

Provide engagement advice and evaluation

- Provide expert communications and engagement advice to support delivery of projects and communications campaigns.
- Capture engagement results to help inform project deliverables and outcomes
- Evaluate engagement and communications campaigns

- Advice and guidance is compelling and innovative
- Advice and guidance is evidence-based
- Advice and guidance incorporates latest thinking and best practice

Deliver engagement materials and events

- Develop engagement materials including discussion papers, presentations, invitations, speeches and other content for various audiences
- Deliver engagement workshops and events in a collaborative and interpersonal way using a variety of engagement techniques

- Engagement materials are clear and concise
- Engagement events are conducted in a professional manner
- Engagement events provide audiences with opportunity to express their views
- Partnerships are built internally and externally

Coordinate external vendor services

- Coordinate external vendors e.g., video production, graphic design,

- External vendors managed in a professional way

Contribute to Culture

- photographers to deliver communications and engagement products
- Procure and manage additional external engagement services as required
- Actively participate and contribute to responsible and safe work practices;
- Embrace diversity and cultural differences in the workplace.

- Vendor products delivered on time, on budget and to the right quality
- Work practices are safe and Work Health and Safety legislation, policies and procedures are adhered;
- Respectful behaviour observed when faced with diversity/differences in opinion.

Provide engagement advice and evaluation

The capabilities you will bring

Technical expertise (essential)

- Significant experience in stakeholder communications and engagement.
- Exceptional English communication skills, both verbally and in writing.
- Ability to develop collaborative and effective working relationships with a range of stakeholders, internal and external to government.
- Contemporary knowledge of current theory and best practice in stakeholder communication and engagement, including an appreciation of the various ways technology can optimise engagement.
- High level organisational skill and proven ability to determine priorities, cope effectively with high volumes of work and to meet deadlines.

Technical expertise (desirable)

- Experience in Planning, local government or similar environments would be an advantage as well as working on large, complex and technical projects
- Understanding of the State Government's Better Together principles that underpin our approach to community engagement and familiarity with the State Planning Commission's Community Engagement Charter.
- Knowledge of IAP2 Public Participation Spectrum along with qualifications and/or membership of IAP2.
- Demonstrated confidence in public speaking and facilitating engagement workshops and other engagement activities (like drop-in discussions).
- Knowledge of CRM or stakeholder database management and stakeholder mapping/survey tools such as Campaign Monitor and Survey Monkey

Personal abilities

- Experience in engaging with and/or established relationships with first nations people, groups and organisations.
- Media nous or experience collaborating with media specialists to appropriately manage contentious issues.
- Ability to build and maintain relationships with a broad range of stakeholders and provide strategic advice
- Utilise inter-personal communications skills to callobarate with internal and external stakeholders
- Negotiate positive outcomes and achieve high quality results within tight/demanding timeframes.
- Demonstrates a flexible outlook and approach showing drive and creative thinking.
- Ability to work in a team environment and contribute to achieving team goals.

Experience

- Experience in preparing and delivering engagement strategies for a wide range of stakeholders
- Experience in government or planning environment
- Experience working in a politically sensitive environment
- Experience in fostering and maintaining professional working relationships with stakeholders to understand and meet their requirements, standards and expectations
- Experience in managing competing priorities whilst delivering quality outcomes.