



ASO3 Social Media Officer Media and Communications Branch

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 Media and Marketing Section (MMS) sits within the Governance and Capability Service. The Governance and Capability Service contributes to SAPOL's Vision, Goals and Objectives by providing a unified executive and policy support function to the Commissioner of Police and supporting effective engagement between SAPOL and the community. The Governance and Capability Service is responsible for the organisation's strategic focus on critical aspects of service delivery and accountability to ensure the return on expenditure of public funds is justified. SAPOL is an organisation with a proud history and an exciting vision for the future.

The Media and Marketing Section (MMS) has the responsibility for providing timely and accurate information to the media and community relative to SAPOL's operations (including road safety) and issues affecting community safety.

The incumbent is responsible for:

- Assisting the ASO5 Senior Social Media Officer by contributing to and creating social media content that encompasses all digital platforms – with specific attention paid to social media.
- Assist in identifying appropriate content for digital platforms, specifically Instagram, LinkedIn, TikTok, Facebook, YouTube, and others.
- Assist with the development of content plans for social platforms in line with SAPOL's Social Media Strategy.
- Participate in the on-going review and evaluation of social media.

Service

Integrity

Leadership

Collaboration

Courage

Respect



- Moderation of SAPOL social media platform comments.
- Managing effective relationships with a wide range of internal and external stakeholders.

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	Tertiary qualification in communications, public relations or relevant discipline.
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 Social Media Officer works in a team with sworn and unsworn SAPOL members. The position works closely with the ASO5 Senior Social Media Officer, and ultimately reports to the Public Information Manager.

KEY OUTCOMES

Social Media

- Assist in the development and implementation of reactive and corporate content for Facebook, Twitter^X, Instagram, TikTok and LinkedIn in line with the Social Media Strategy.
- Use appropriate software to generate analysis of social media posts.
- Assist in the development and implementation of effective social media and communications strategies.
- Provide basic video edits for social media, and Crime Stoppers Section.

Corporate Communications

- Assist in preparations for corporate communications for both internal and external audiences.
- Work in collaboration with relevant staff to create and implement social media initiatives to generate engagement in relation to marketing initiatives.
- Implement social media content.
- Assist staff in relation to corporate communications and social media.

Projects

- Assist in the development of social media projects.
- Liaising with SAPOL Districts and Services to assist with the preparation and dissemination of proactive information detailing police operations and programs.
- Write content for websites and social media.
- Provide a high standard of customer service, integrity and confidentiality.
- Assist other Media and Marketing Section team members in social media related roles.

QUALIFICATIONS / SKILLS / KNOWLEDGE / EXPERIENCE

Essential Minimum Requirements

- Understanding of social media platforms including Facebook, X, Instagram, YouTube, TikTok and LinkedIn.
- Demonstrates an appreciation of social media and the online environment.
- Ability to assist in the development of social media content in line with the SAPOL Social Media Strategy.
- Understanding of software to assist in the moderation and evaluation of social media content.
- Developed oral and interpersonal skills to work in a small team.
- Understanding of using Canva or similar software, for basic graphic creation.
- Ability to work under broad direction, with limited supervision, set priorities, meet deadlines and to adapt to changing operational and strategic requirements.
- Knowledge of the principles of Equity and Diversity requirements.
- Demonstrated knowledge and commitment to WH&S legislation, principles and practices; and risk assessment in accordance with the WH&S Act (2012), Regulation, approved codes of practice and AS/NZS ISO 31000:2009 Risk Management — Principles and Guidelines.

Desirable Characteristics

- Tertiary qualifications relevant to this position
- Understanding of video editing software such as Adobe Premiere Pro [or CapCut Pro.](#)

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 – Principles and Guidelines.