



ASO6 Social Media and Digital Coordinator

Talent Attraction Unit

Organisational Development

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

SAPOL's People, Culture and Wellbeing service provides a holistic approach to the future development of our people and the organisation. Through strategic leadership and direction, People, Culture and Wellbeing will ensure our employees are skilled and supported to deliver a more efficient and effective service to the community. This will be achieved by increasing support to the frontline, ensuring the right people are in the right roles, developing talent pools and pipelines, delivering programs and strategies to foster highly effective leaders as well as providing collaborative business partnerships. Recognising that the capability of our workforce is dependent on the physical and mental health of all its members, People Culture and Wellbeing will deliver programs which provide an all-inclusive approach and promote every aspect of health and wellbeing.

The Talent Attraction Unit, situated within the Organisational Development Branch, is responsible for building effective, diverse, and sustainable talent pipelines that support SAPOL's strategic workforce priorities. The unit applies a holistic and inclusive approach to talent attraction, generating awareness, building consideration, and fostering intent through three integrated portfolios: Events and Partnerships, Recruitment Marketing, and School

Service

Integrity

Leadership

Collaboration

Courage

Respect



Pathways and Engagement. Activity driven by the unit is strategically aligned with organisational goals and delivered using innovative, contemporary methods that resonate with key demographic segments. The unit is committed to future-focused initiatives that reflect best practice in attracting top talent and engagement methods.

The Social Media and Digital Coordinator supports SAPOL’s recruitment marketing efforts by managing digital content and communications across platforms. Reporting to the Recruitment Marketing Lead, the role contributes to the execution of recruitment campaigns by scheduling posts, monitoring engagement, and supporting analytics reporting. It also plays a key role in the promotion of recruitment-related strategies such as schools’ outreach, events, and activities through tailored digital content.

With a strong focus on inclusive communication and audience engagement, the position aims to enhance SAPOL’s digital presence and promote career opportunities to external audiences.

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	Police Headquarters, 100 Angas Street Adelaide
Qualifications	Tertiary qualification in Marketing, Social Media, Communications or a related discipline, and/or relevant experience.
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

- Reports to the Recruitment Marketing Lead.
- Works closely with key internal stakeholders such as Talent Acquisition Section, Marketing and Media Unit, Metropolitan and Regional Operations Services and Academy and Learning.

KEY OUTCOMES

- Coordinate and publish digital content across SAPOL’s recruitment platforms, including the Achievemore website, LinkedIn Life page, and social media channels.
- Support the execution of targeted recruitment activities, including scheduling posts, managing timelines, and liaising with external partners and internal contributors.
- Create and edit inclusive, audience-specific copy for digital platforms, ensuring alignment with SAPOL’s employer brand and messaging guidelines.
- Monitor social media engagement and user interactions, providing regular reports and insights to inform content and campaign improvements.

-
- Promote recruitment-related strategies, including school programs, events, and activities, through tailored digital content and timely online promotion.
 - Assist in the production of digital and multimedia assets, including graphics, videos, and brochures, using tools such as Adobe Creative Cloud.
 - Track and report on social media performance through monitoring key metrics, analyse results and compile performance reports for continuous improvement
 - Ensure consistency in branding and messaging across all digital touchpoints, working closely with internal teams and the Recruitment Marketing Lead.
 - Contribute to the social media strategy and ideation and produce the development of innovative digital content, identifying opportunities to enhance SAPOL's online presence and candidate engagement.
 - Support analytics and performance tracking, using digital tools to measure reach, engagement, and effectiveness of recruitment communications.

QUALIFICATIONS / SKILLS / KNOWLEDGE / EXPERIENCE

Essential Minimum Requirements

- Hold a tertiary qualification in Marketing, Social Media, Communications, or a related discipline and/or have relevant work experience.
- Demonstrated experience coordinating and publishing digital content across websites and social media platforms, including Meta, LinkedIn and other recruitment channels.
- Strong attention to detail, particularly in proofreading, formatting, and maintaining brand consistency across all digital content.
- Strong written, verbal and visual communication skills, with the ability to create and edit inclusive, audience-specific copy aligned with brand and messaging guidelines.
- Experience supporting digital campaign execution, including scheduling posts, managing timelines, and liaising with internal and external stakeholders.
- Proficiency in monitoring social media engagement, analysing performance metrics, and compiling reports to support continuous improvement.
- Creative thinking and problem-solving skills, with a proactive approach to improving content engagement and campaign effectiveness.
- Intermediate skills in digital content production, including graphics, video, and multimedia assets using tools such as Adobe Creative Cloud.
- Strong organisational and time management skills, with the ability to maintain content calendars, coordinate logistics, and meet deadlines across multiple projects.
- Understanding of branding and visual consistency, with experience ensuring alignment across digital touchpoints and communications.

Desirable Characteristics

- Understanding of audience segmentation and inclusive communication, with the ability to tailor messaging across domestic and international markets for diverse groups such as youth, women, First Nations peoples, CALD communities, and career changers.
- Familiarity with digital analytics tools, such as Meta Business Suite, LinkedIn Campaign Manager, and Google Analytics, to support performance tracking and reporting.
- Basic knowledge of recruitment or talent attraction principles, including employer branding and candidate experience.

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.