

Associate Director, Strategic Communications and Media

OUR CULTURE

The **Department for Energy and Mining (DEM)** is committed to being the Most Transformative Energy and Mining Government Department in the World. To achieve this, we have developed four key enablers to high performing behaviour. These enablers underpin everything we do.

- Our culture is diverse, professional, accountable, respectful and committed to safety. We work collaboratively so we all succeed.
- We are committed to demonstrating personal and professional leadership and value being recognised as leaders in our field.
- We deliver the best outcomes for South Australians.
- We listen and engage meaningfully so that our decisions and actions build a successful and sustainable future for all South Australians

We are a White Ribbon Accredited workplace that promotes gender equality and a zero tolerance of violence in the workplace.

DEPARTMENT CONTEXT

DEM leads the global transformation economy, overseeing the responsible mining and production of the minerals, metals and fuels of the future, to safely and sustainably generate the energy and low carbon products of the future.

Our low-cost power, leading regulation system and culture of innovation is leading to the decarbonisation of industry, new modern manufacturing opportunities, increased employment and greater prosperity and security for the people of South Australia.

We particularly acknowledge the essential role that traditional Aboriginal people play in the energy and mining sector as land managers, heritage custodians, business owners and community leaders.

The **External Affairs** directorate is a strategic function responsible for communications, stakeholder engagement, social licence, community education and advisory services. The directorate brings together the key capabilities that shape how DEM communicates, engages and builds trust with government, industry, stakeholders and the broader community.

ROLE TITLE	ASSOCIATE DIRECTOR, STRATEGIC COMMUNICATIONS AND MEDIA		
CLASSIFICATION	SM2	POSITION NUMBER	PNEW
DIVISION	OFFICE OF THE CHIEF EXECUTIVE		
BRANCH	EXTERNAL AFFAIRS		
DESIGNATED POSITION	NO		

ROLE PURPOSE

The **Associate Director, Strategic Communications and Media** is a senior leadership role within the External Affairs directorate and serves as the Director's principal deputy across strategic communications, media and reputational management.

The role provides high-level advice and leadership on complex and sensitive communications matters and is responsible for building the visibility, credibility and value of the Strategic Communications function across the Department for Energy and Mining (DEM).

Working closely with the Director, External Affairs, the Associate Director supports the management of politically and publicly sensitive issues and ensures communications and reputational considerations are integrated early into departmental planning and decision-making.

A key responsibility of the role is to establish and maintain trusted relationships across DEM, including policy, regulatory, corporate and operational areas, so that Strategic Communications is engaged as a business partner and strategic adviser rather than as a downstream production service.

The role leads the Strategic Communications team and has oversight of media relations, strategic messaging, events and executive communications. It acts with a high degree of autonomy and judgement in managing issues that carry significant public, stakeholder and reputational risk.

REPORTING / WORKING RELATIONSHIP

- Reports to: Director, External Affairs
- Direct reports: Strategic Communications and Media team
- Works with: External Affairs branch and DEM staff

KEY OUTCOMES

- Provide high-level strategic communications and media advice to the Director, Chief Executive and Executive Leadership Team.

- Lead the Strategic Communications function and communications business partnering model across DEM, ensuring communications and reputational considerations are integrated into departmental planning, decision-making and delivery.
- Build strong relationships across policy, regulatory, corporate and operational areas to position Strategic Communications as a trusted adviser.
- Oversee development of strategic communications plans, key messaging and issue management strategies.
- Lead management of sensitive media issues and reputational risks.
- Coordinate major announcements, campaigns, speeches, events and executive communications.
- Provide strategic oversight and direction to communications advisers.
- Work closely with the Manager, Communications and Digital Services to ensure effective delivery of communications products and channels.
- Mentor staff and build a high-performing and collaborative communications capability.

KEY CHALLENGES

- Providing timely and well-judged advice on complex, sensitive and high-profile issues that attract significant Ministerial, media and public scrutiny.
- Managing communications and reputational risks in a dynamic environment where priorities can shift rapidly and information may be incomplete.
- Building the visibility, credibility and influence of the Strategic Communications function across a diverse department, ensuring it is engaged early as a trusted adviser rather than solely as a production service.
- Establishing and maintaining effective relationships across policy, regulatory, corporate and operational areas, each with differing priorities, cultures and expectations.
- Balancing strategic advisory responsibilities with the need to respond quickly to emerging issues, media enquiries and urgent requests from the Chief Executive, Minister and Executive Leadership Team.
- Ensuring consistent communications approaches across a broad portfolio of complex policy, regulatory and industry initiatives.
- Exercising sound judgement and operating with a high degree of autonomy in managing matters where decisions may have significant reputational, political and organisational consequences.
- Leading and motivating a high-performing team while fostering collaboration, resilience and continuous improvement.
- Supporting the Director, External Affairs by providing leadership continuity and acting on their behalf during periods of peak demand or absence.

SELECTION CRITERIA

- Demonstrated experience providing strategic advice to senior executives on complex, sensitive and high-profile matters.
- Proven ability to influence, negotiate and build trusted relationships with senior stakeholders across government, industry and organisational environments.
- Demonstrated experience leading, developing and motivating high-performing teams in a complex and changing environment.
- Highly developed communication skills, including the ability to communicate complex information clearly and effectively to a range of audiences.
- Demonstrated ability to identify emerging issues, assess risks and opportunities, and develop practical strategies to support organisational objectives.
- Significant experience operating with a high degree of judgement, discretion and initiative in politically, publicly or organisationally sensitive environments.
- Proven ability to build credibility and influence across diverse business areas and establish effective partnerships with technical and operational stakeholders.
- Demonstrated ability to manage competing priorities, respond to changing circumstances and deliver outcomes within tight timeframes.
- Experience leading communications, media, public affairs, stakeholder engagement or related functions within a large, complex organisation.
- Demonstrated commitment to fostering a collaborative, inclusive and high-performing workplace culture.

ESSENTIAL QUALIFICATIONS

- Tertiary qualifications in Communications, Public Relations, Journalism, Media, Marketing, Public Affairs or a related discipline are desirable. Equivalent experience will also be considered.

SPECIFIC REQUIREMENTS

- DEM encourages flexible working arrangements such as working from home, part time work, job share, compressed weeks and purchased leave. Arrangements are negotiated with the appropriate manager
- The incumbent will embrace diversity in all its forms and demonstrate inclusive behaviours in the workplace
- The incumbent will be required to maintain a safe working environment by adopting appropriate hazard management practices consistent with the role
- The incumbent is expected to uphold the ethical behaviour and professional integrity standards as contained in the *Public Sector Act 2009*, as well as comply with any other relevant legislated requirements.
- Appointment to this role may be subject to a satisfactory screening check.