

Role Description

(Non-Manager)



Our purpose – Helping South Australians Conserve, Sustain and Prosper.

Role Title: Senior Media Advisor	Division: Corporate, Heritage and Climate Action
Classification Level: ASO6	Branch/Unit: Strategic Communications and Engagement
CHRIS Position Number: Various	Reports to (Title): Manager, Media

About the Agency – [Department for Environment and Water](#)

About the Role

The Senior Media Adviser reports to the department’s Manager, Media and is responsible for managing and coordinating a range of media and communication services for the department in addition to developing and maintaining strong relationships with media contacts across the state. The incumbent is responsible for ensuring that the department attracts appropriate levels of media coverage relating to its projects and initiatives and for ensuring that the department is able to effectively respond to media issues and/or enquiries and to manage associated risks within the confines of media deadlines. The role also produces content for the department’s owned communications channels including web and social.

The diverse range of duties and responsibilities that the incumbent will be required to proactively manage include:

- Coordinating and preparing responses to requests for information, briefs and communications.
- Providing media and communication advice and support to staff at all levels across the Department.
- Writing and editing media releases, print publications, website and social media content.
- Developing and maintaining strong relationships with a range of key media contacts.
- Duties may also include the production and editing of internal communications.

Key Role Outcomes

- Relationships with the media are developed and proactively managed.
- Media communications reflect the department’s key messages.
- Timely, accurate and approved responses are provided to all stakeholders.
- High quality, user focused content using text, video and imagery for a range of state-wide external and department-wide internal information channels is produced and delivered on time and within budget.
- Communications plans are developed to support business outcomes.
- Timely and accurate advice is provided to all stakeholders across the department.
- Regional staff are supported in the field of media and communications.

Core Competencies	Elements	Behavioural Indicators
Shapes Strategic Thinking and changes	<ul style="list-style-type: none"> Thinking and acting strategically 	<ul style="list-style-type: none"> Makes strategic judgements and presents options based on implications of analytical thinking.
Achieves Results	<ul style="list-style-type: none"> Making decisions Delivering effective outcomes Assuming accountability Leading and influencing change 	<ul style="list-style-type: none"> Takes into account information from a range of sources. Evaluates impact and consequences of taking a particular course of action, taking into account stakeholder concerns. Sets priorities for self and manages workflow in order to achieve outcomes on time. Establishes own credibility by demonstrating competence, sound judgement, knowledge and professionalism. Is proactive in producing successful outcomes aligned with the agency direction and takes calculated risks in pursuing them. Facilitates change across the Agency by providing informed advice and/or useful systems and tools to other managers. 'Sells' concepts upwards, sideways and downwards in the organisation to enable introduction of new initiatives.
Forges Relationships and Engages Others	<ul style="list-style-type: none"> Influencing and negotiating Using political savvy 	<ul style="list-style-type: none"> Listens to the views of stakeholders and tailors advice or recommendations to gain greater engagement and achieve positive outcomes. Builds credibility with stakeholders and customers by demonstrating reliability and respect and uses this credibility to negotiate outcomes.
Exemplifies Personal Drive and Professionalism	<ul style="list-style-type: none"> Displaying flexibility and resilience 	<ul style="list-style-type: none"> Engages positively with ambiguous situations and demonstrates flexibility in thinking.

Work Health and Safety

Contribute to workplace safety

- Accepts responsibility for own and others safety.
- Actively participates in consultation about work, health and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

Corporate Responsibilities

- Demonstrate appropriate and professional workplace behaviours that are in line with the [Code of Ethics](#) and the [South Australian Public Sector Values](#).
- Maintain a commitment to Equal Employment Opportunity, Diversity, Ethical Conduct, and record keeping within legislative requirements, according to the principles of the *Public Sector Act 2009*.

- Exhibit and promote the behaviours in line with *The way we work* outlined in the [DEW Corporate Plan](#).
- Actively participate in the Department’s Performance Review and Development Program.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.
- Champion positive behaviours and conduct during all interactions with children and young people always adhering to the Child Safe Environment Policy and Procedure & Guideline.

Date Delegate approved original classification:	6/02/2025	Original Class method:	Full / Comparison
Updated:	RD Update only	Date this version approved by delegate:	3/06/2026