

Role Description

(Non-Manager)



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

Role Title: Senior Communications Advisor

Division: Corporate, Heritage and Climate Action

Classification Level: ASO6

Branch/Unit: Green Adelaide

CHRIS Position Number: P48130

Reports to (Title): Team Leader Communications

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

About the Role

The Senior Communications Advisor is a senior member of the Green Adelaide Communication Team. This role is responsible for developing and implementing strategic communication in partnership with business areas across the agency.

An experienced all-rounder, the Senior Communications Advisor thrives in a fast-paced environment and brings a flexible, hands-on approach to delivering best-practice communication across digital and traditional channels. This role promotes the diverse initiatives, projects and programs of Green Adelaide through engaging, audience-focused content and campaigns.

The role supports the Green Adelaide Board, refer [Green Adelaide](#).

Key Role Outcomes

- Programs and projects achieve valuable visibility and engagement through the strategic development and delivery of communication strategies.
- Target audiences are informed, inspired, and mobilised through creative, fit-for-purpose communication products delivered across diverse platforms including digital, print, and multimedia channels.
- Communication efforts achieve stronger reach, relevance, and engagement by leveraging audience insights, strategic channel selection, and responsive, user-informed content.
- Strategic objectives are advanced through the timely and effective implementation of communication plans, collateral, campaigns, and events that support agency priorities.
- Risks are mitigated and opportunities maximised through strong, collaborative relationships across government, partners, and stakeholders, resulting in more coordinated and impactful communication outcomes.
- Future campaigns are continuously improved through embedded evaluation measures, with performance data and audience feedback informing content development and strategic decision-making.

Essential Criteria (including qualifications)

- Demonstrated high-level written and verbal communication skills, including the ability to prepare clear, accurate and engaging content for a range of audiences and channels.

- Proven experience in developing and delivering strategic communication plans and materials across internal and external platforms, including tactics such as social media content, news releases and publications.
- Experience in managing complex and sensitive media matters, including liaising with media outlets, preparing timely and accurate media responses, and translating technical information into accessible public messaging.
- Well-developed conceptual and analytical skills, with the ability to assess complex information, identify emerging issues and opportunities, and implement appropriate communication solutions.
- Demonstrated ability to manage multiple tasks, competing priorities and deadlines in a dynamic and politically sensitive environment, while maintaining attention to detail and quality outcomes.
- Strong interpersonal and stakeholder engagement skills, with the ability to foster effective working relationships with internal and external stakeholders including senior management, government agencies and community partners.
- Sound understanding of communication planning, audience segmentation, and campaign evaluation techniques to support evidence-based engagement approaches.
- Proficiency in using digital tools and multimedia formats, including content management systems (e.g. Craft), social media platforms, and content creation tools such as Canva and Capcut.

Desirable Criteria

- An appropriate degree/qualification in Communication, Journalism, Public Relations or a related discipline is desirable.

Key Relationships/Interactions

- Communication Team members,
- Green Adelaide staff and management team
- DEW Communications and Engagement Branch staff
- Key external stakeholders including Adelaide traditional media, representatives of key industry and community organisations, and external suppliers
- Other relevant state and commonwealth government agencies

Special Conditions

- May be required to participate in emergency preparedness, response and recovery activities required by government agencies .
- You must be an Australian citizen, permanent resident, or provide evidence that you hold a valid working visa that allows you to work in Australia.
- This role has been identified as a:

Position of trust ☒

Prescribed position ☐

Not applicable ☐

- The following screening check is required:
You will be required to provide a valid Nationally Coordinated Criminal History Check prior to being employed, which is required to be renewed every three years before expiry. DEW will cover the cost of renewal.
- May be required to work outside of the normal hours of work.
- A current class “C” driver’s licence and willingness to drive.

Core Competencies	Elements	Behavioural Indicators
Shapes Strategic Thinking and changes	Thinking and acting strategically	- Makes strategic judgments and presents options based on implications of analytical thinking. - Flags potential options for dealing with issues and implications.
Achieves Results	- Making decisions - Delivering effective outcomes	- Looks at information available, analyses key risks and benefits, and knows when to seek advice or involve others before making a decision. - Evaluates impact and consequences of taking a particular course of action, taking into account stakeholder concerns as well the impact across the Agency. - Works with key stakeholders to problem-solve and overcome challenges.
Drives Business Excellence	- Facilitating quality and continuous improvement - Optimising performance	- Recognises problems as opportunities for improvement and facilitates discussion and/or development of processes to address these. - Works collaboratively with team members to achieve team and individual goals.
Forges Relationships and Engages Others	- Influencing and negotiating - Establishing and maintaining networks - Using political savvy	- Effectively gains buy-in across a range of levels internally – upwards, sideways and downwards – and achieves positive outcomes. - Forms constructive relationships with key stakeholders within and outside of the Agency, including significant partnerships with Aboriginal communities. - Gains understanding of and effectively navigates through organisational decision-making processes to achieve outcomes.
Exemplifies Personal Drive and Professionalism	Displaying flexibility and resilience	Balances competing demands in a calm manner.

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:	03/07/2025	Original Class method:	Full
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