



Role Statement

Position title:	Digital Communications Officer	Position no:	TBA
Classification:	ASO6	Review date:	June 2026
Directorate:	Office of the Minister		
Business unit:	n/a		

About us

The Department for Housing and Urban Development's primary objective is the delivery of homes and housing options for South Australians. In response to the national housing crisis, we are committed to accelerating the build of a diverse range of housing options. We strive to find solutions to the urgent demand for housing security.

Our mission focuses on coordinating various portfolios related to housing, housing infrastructure, urban development, and planning. By ensuring sound decisions and efficient management, we strive to create sustainable, well-planned communities offering safe and affordable housing options.

The Office of the Minister comprises of a committed team who perform a variety of functions including administration, government liaison and advisory service to the Minister and his portfolio agencies. The Minister has responsibility for the following portfolios: Housing and Urban Development; Housing Infrastructure; and Planning.

Join us in our endeavour to address one of the most pressing challenges of our time and make a tangible difference in the lives of our community.

OUR VALUES: Professionalism | Service | Respect | Courage and Tenacity | Collaboration and engagement | Trust | Sustainability | Honesty and Integrity

About this role

The primary purpose of the Digital Communications Officer is to develop, design and implement effective, high quality visual and digital communications that contribute to the achievement of the State Government's objectives, specifically relating to the portfolios of the Minister for Housing and Urban Development, Housing Infrastructure and Planning.

As a skilled communicator, this role manages and content across all digital platforms (including social media, website, and electronic direct mail) and brings campaigns to life across all channels.

Who will you work with

The Digital Communications Officer reports to: Office Manager.

The role is required to work closely with:

- Chief of Staff and Media Adviser
- Ministerial Adviser team
- Directors and staff across the state government agencies within the Minister's portfolios
- Premier's Office and other Ministers Offices
- Local, State and Commonwealth Government agencies, external clients and industry associations
- External suppliers such as creative agencies and public relations agencies.

Conditions

- Some out of hours' work may be required.
- Some intra state, international and interstate travel may be required.
- Required to maintain a safe working environment by adopting appropriate hazard management practices consistent with the role.
- Compliance with Government legislation, Code of Ethics for the SA Public Sector, Departmental policies and procedures, including information management, WHS and injury management, risk management, and the access / equity / diversity strategies of the public sector.
- Required to obtain a National Police Check prior to employment. A renewal will be required every 3 years.

What you will do

Key responsibilities

Creation and delivery of online content

Specified duties

- Develop a range of marketing and communications materials including social media and web content and digital communications that reach target audiences.
- Develop and execute digital marketing strategies across various platforms, including social media, email, and websites.
- Analyse digital marketing data to measure campaign effectiveness and make decisions to optimise performance.
- Provide expert advice on emerging digital platforms, trends and strategies, utilising multiple channels, including websites and social media.

Performance indicator/ measurement

- Delivers high-quality digital content that aligns with organisational branding, style guides, and communication objectives.
- Identifies and implements opportunities to improve digital channel performance and audience reach.

Strategic planning

- Implement and manage effective social media and digital communications plans in line with and in support of the State Government's broader strategic goals.
- Develop an engaging content calendar across digital channels including website, newsletter and social media platforms.
- Proactively seek stories, testimonials and case studies to develop engaging written, graphic and video content for social media or other digital channels, either independently or with creative support.

- Develops and maintains a forward-planned content calendar that supports strategic communication objectives.
- Ensures a balanced mix of content types, themes, and formats to maximise audience engagement.

Trend analysis

- Undertake social media monitoring and community management, identifying trends and issues, performance, audience analysis, and providing advice on appropriate responses/ actions and preparing reports as required.
- Proactively monitor and advise on new communications trends, media and promotional tools with a view to developing strategic and innovative practices.
- Monitors social media channels and digital platforms to identify emerging issues, trends, risks, and opportunities in a timely manner.
- Produces regular reports and insights on digital performance, audience trends, and community engagement activities.

The capabilities you will bring

Technical expertise

- Experience in graphic design and video editing.
- Ability to write, edit and proof digital content that caters to diverse audiences.
- Sound knowledge and experience in the contemporary management of social media platforms.
- Ability to develop, implement, manage and evaluate social media strategies, projects and campaigns.
- Skills in web design and authoring, copywriting, social media, and email marketing to develop innovative and effective campaigns.
- Proficiency in media software and social media tools and Microsoft Office suite.

Personal abilities

- A passion for digital marketing and storytelling.
- Initiative, creative and fresh thinking
- Demonstrated ability to work independently, as a team member, under broad guidelines, to manage time, objectives, and priorities; and coordinate concurrent and responsive projects to meet objectives.
- Be proactive with highly developed and demonstrable project management skills/aptnitude and customer service ethos.
- Ability to communicate concisely, clearly, effectively and accurately with a diverse range of people, verbally and in writing in both formal and informal situations.
- Model Public Sector Act principles and practices, ethical decision making, WHS and injury management, equity / diversity strategies, and change management.

Experience

- Experience implementing digital communications and digital media strategies and projects.
- Experience in creating / managing web and social media content and writing for online audiences.
- Ability to manage multiple projects concurrently, demonstrating a high level of organisation and consistently maintaining strong attention to detail throughout all stages of project delivery.
- Undertaking of research and developing engaging and informative content and materials across a range of topics and audiences.
- Experience developing, interpreting, and advising on communications strategies and providing succinct reports.
- Competence in coordinating, utilising, and maintaining data and information management systems, including overseeing and undertaking records and data management from web and online content management systems.