



Role Statement

Position title: Marketing and Communications Lead

Position no: P34937

Classification: ASO6

Review date: April 2026

Directorate: Operations

Business unit: Media and Communications

About us

We're making a real impact and shaping South Australia's housing future.

At the heart of our department is a clear mission: we're helping to deliver homes and housing options for South Australians. In the face of a national housing shortfall, we're stepping up.

We're working across government and industry to deliver planning outcomes, invest in essential infrastructure like water and wastewater and complete government-led developments. By removing roadblocks for the private sector, we're unlocking faster housing delivery. This is about more than just buildings – it's about stability, security, and opportunities for South Australians.

We're making change happen.

The Media and Communications team provides in-house strategic advice, coordination, and implementation of strategic communications activities that are aligned to priority projects and programs at the Department for Housing and Urban Development (DHUD).

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 Marketing and Communications Lead is responsible for delivering and implementing marketing, communications and event coordination activities that assist the department to meet its objectives.

The role operates independently across a range of projects, priorities and business areas, always aiming to deliver results and drive continuous improvement. It involves providing clear advice on the future direction of marketing and strategic communications and working closely with teams throughout DHUD to achieve shared goals.

Who will you work with

The Marketing and Communications Lead reports to: Head of Media and Communications.

The role is required to work with:

- Directors and staff across the department and external stakeholders
- Minister's and Premier's offices (where applicable), interstate/overseas counterparts, Local, State and Commonwealth Government agencies, DHUD clients and with industry associations, (where applicable)
- External suppliers such as creative agencies and public relations agencies (where applicable).

Conditions

- Some out-of-hour work may be required.
- Some intra state 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

External marketing and communications

Specified duties

- Develop, implement and manage a range of communications plans, content and materials aimed at external audiences, ensuring alignment with departmental objectives.
- Provide clear, expert advice on the future direction of marketing and communications, identifying opportunities for growth and improvement, ensuring messaging is consistent and impactful.
- Deliver expert advice and specialist support to senior management and staff in relation to a range of complex communications related matters, including the analysis of data and the preparation of reports and briefings regarding stakeholder engagement opportunities.
- Implement communications activities in consultation with stakeholders to promote and strengthen the departments brand and its contribution to key targets.

Internal communications

- Deliver internal communications activities that have been proactively identified, developed, and coordinated, in close consultation with relevant stakeholders, to engage staff, promote departmental priorities and foster a collaborative workplace culture across all business areas.

Stakeholder relations

- Deliver effective relationships, networks and alliances to ensure the successful delivery of a diverse range of communications with other government agencies, non-government bodies, and department staff.
- Engage and manage internal and external resources and service

Performance indicator/ measurement

- Marketing campaigns are delivered within agreed timelines and budgets, resulting in increased engagement or awareness among target external audiences.
- Advice is provided in a timely, and actionable manner, leading to successful implementation and positive feedback from stakeholders reported.
- High-quality, accurate materials are produced and distributed on time, with increased reach and impact noted.

- Internal communications initiatives result in increased staff engagement and understanding of departmental priorities, as shown by regular evaluations.

- Regular and high-quality engagement is maintained; collaborative projects deliver mutually beneficial results.

Events

providers are engaged to meet quality and budget expectations.

- Build and maintain positive relationships with internal and external stakeholders, including other government agencies, industry partners and community groups, to enhance the department's reputation and achieve shared objectives.
- Coordinate and deliver departmental events, including planning logistics, developing promotional materials, managing invitations and attendance for external events and collaborating with teams to ensure successful execution and alignment with organisational goals.
- Events run efficiently, with high attendance and positive participant feedback and event objectives are achieved.

The capabilities you will bring

Technical expertise

- Significant knowledge of, and experience in, the applying communications theory and methodology across all media, ensuring the delivery of communications and public relations outcomes aligned with strategic objectives.
- Advanced understanding of contemporary communications research methods to identify, explore and measure factors influencing communication, with the ability to translate insights into engaging materials.
- Proficient in the use and implementation of engagement tools and processes, including electronic direct mail (EDM) solutions such as Mailchimp.
- Knowledge of government policy and agency procedures including Government Marketing Communication Guidelines, Master Media Scheme, Media Procurement Policy and Communication Strategy Templates.

Personal abilities

- Proven ability to communicate clearly, concisely, and effectively, both verbally and in writing, with people at all levels.
- Demonstrated capacity to maintain confidentiality and operate with tact and diplomacy in sensitive environments.
- Strong consulting, liaison, negotiation and conflict management skills.
- Ability to operate under broad direction, exercise judgement, delegated authority and a significant level of responsibility to determine and execute goals and priorities.
- Responsive and attentive to customer needs under pressure, striving to achieve mutually beneficial outcomes.
- Demonstrates Initiative and motivation to learn new skills as required by the position.

Experience

- Experience in developing, coordinating, and reviewing communications projects and resources, ensuring delivery within set timeframes and budgets.
- Significant background in undertaking research and developing engaging and informative content and materials across a range of topics and audiences, within public and private sector environments.
- Experience in building positive relationships with key internal stakeholders, suppliers, other public and private sector organisations and the business community, including providing expert communications advice and information to a wide range of people and groups.
- Ability to identify and develop client testimonials, drawing from a broad range of clients from diverse cultural and linguistic backgrounds.
- Demonstrated experience developing, interpreting, and advising on communications strategies and providing succinct reports.
- Demonstrated experience developing positive relationships with key internal stakeholders, suppliers, other public and private sector organisations and the business community, including providing expert communications advice and information to a wide range of people and groups.
- Demonstrated experience developing, interpreting, and advising on communications strategies and providing succinct reports.
- Demonstrated 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.
- Proven experience in developing, coordinating, and delivering departmental events, ensuring they run efficiently with high attendance and positive participant feedback, while successfully achieving event objectives.
- Proven 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.