

Role Description

General information

Title:	Digital Services Officer			Classification:	ASO5
Division:	Industry, Strategy and Partnerships	Branch:	Strategic Communications and Engagement		Business Unit: Digital Services
Type of Appointment:	Term	Hours of Duty:	37.5	Location:	11 Waymouth Street, Adelaide

About Us

South Australia is internationally recognised for the quality of its agriculture, food, and wine. Our regions are the backbone of our state and the economic powerhouse that drives prosperity for all South Australians.

The Department of Primary Industries and Regions (PIRSA) is a key economic development agency working in partnership with our primary industries, regional stakeholders and across all levels of government to advance the prosperity and sustainability of South Australia's primary industries and regional communities.

We are a passionate team of around 800 people working across metropolitan and regional South Australia to develop and protect our state's regions and food, wine, aquaculture, fisheries, forestry, grains, livestock, dairy and horticulture industries.

Purpose

The Digital Services Officer assists with the delivery of digital communication via PIRSA managed channels including websites, intranet, and other digital applications. The position is responsible for digital content development, editing and publishing as well as leveraging digital tools and technologies, such as Photoshop and online video platforms, to improve user experience and enhance communication activities.

The position reports to the Senior Digital Services Partner and works closely with the broader Strategic Communications and Engagement Branch, to ensure content for digital platforms is optimised, meets audience needs, and is managed efficiently and effectively. The Digital Services Officer is expected to have sound problem-solving skills and an ability to apply expertise under guidance to achieve the outcomes of the team and meet the objectives of the agency.

This position requires sound time management skills and the ability to prioritise multiple deadlines while being responsive to requests and meeting agreed timeframes for web publishing and digital services, where appropriate. Knowledge and skills in digital communications – including web publishing, writing for digital, and content design – as well as an understanding of web technologies and content management systems are also important to succeed in the role.

Key Accountabilities

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| <ul style="list-style-type: none"> Providing content development and web publishing across PIRSA websites apps and intranet, including amending or archiving content in line with optimal information architecture and publishing standards. Building productive and collaborative working relationships with staff from across the agency and industry stakeholders. Working in collaboration with ICT and developers to deliver required services and products in a timely manner at best value. Reviewing and editing content for digital channels in collaboration with the broader strategic communications and digital services team to ensure content is optimised and engages target audiences, meets user needs and is in keeping with web accessibility requirements and digital style guidelines. | <ul style="list-style-type: none"> Developing, coordinating and maintaining content on PIRSA intranet to effectively engage and inform staff. Reviewing platforms to ensure content is accurate and relevant. Assisting with compilation of digital communications collateral and assets. Providing advice and a proactive approach to content and architecture optimisation. Providing advice on digital communications requirements and coordinating tasks with the broader Strategic Communications and Engagement Branch, business units and external stakeholders as required. |
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Key Deliverables / Results

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| <ul style="list-style-type: none"> Reviewing content in a timely manner in accordance with digital policies and guidelines and publishing across PIRSA digital communications channels including websites (internet/intranet) as required. Developing digital content and messaging in accordance with established standards and contemporary best practices to optimise communication outcomes and target relevant audiences. Ensuring a consistent approach across all PIRSA digital platforms in line with policy, procedures and guidelines. | <ul style="list-style-type: none"> Providing digital communications advice to PIRSA staff and stakeholders, including on website publishing, digital content development, digital channels and platforms, policies and procedures, as well as guidance to equip staff with digital skills. Assisting with the Website Redevelopment Project and its scope of work. Gathering data and insights for use in continuous improvement, reporting and analysis of PIRSA digital communications channels. Supporting development and implementation of a web strategy. |
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Relationships

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| <ul style="list-style-type: none"> Role reports to the Senior Digital Services Partner working closely with the broader Strategic Communications and Engagement Branch and key stakeholders across the agency including the ICT Web Management Unit and internal business units. | <ul style="list-style-type: none"> Builds and maintains working relationships with a range of stakeholders, including specialist external service providers. |
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Requirements

- You acknowledge your [work, health and safety obligations](#) and [our expectations](#)
- The incumbent will be required to undertake emergency management training and must be willing to participate in emergency preparedness, response and recovery activities required by government agencies.

Qualifications

- Experience in web publishing, digital content creation or communications is essential. Knowledge of Squiz Matrix will be advantageous.

Capabilities

Capability	Behaviours
Professional & Technical Knowledge Demonstrates fundamental knowledge across all key areas of professional competence relevant to the role, with sound knowledge in web content publishing.	- Demonstrates a good understanding of: - web content management practices, procedures, editorial process and content design practices - website accessibility guidelines and their application to government websites - digital publishing - Demonstrates skills in: - writing for the web and digital communications channels, including an understanding of search engine optimisation SEO, content design and information architecture - ability to manage accessibility requirements for web content - understanding of editing images for use online - understanding common web technology (HTML, CSS) and responsive design principles - MS Office, particularly MS Word for styles and templates - digital communication tools including content management systems (preferably Squiz Matrix) and optimisation tools - Graphic design experience and an understanding of Adobe Creative suite will be considered an advantage

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	Shows commitment to developing professional knowledge and expertise in digital tools, technologies and web best practice.
Customer Orientation Knows who internal and external customers/ stakeholders are; focuses effort on meeting customers' stated needs	- Is attentive and responsive to customer needs even when under pressure. - Consults with stakeholders to develop and deliver quality, responsive services and products, demonstrating flexibility where required. - Establishes mechanisms to give and receive feedback from customers about ways to improve results, outcomes and quality of service.
Attention to Detail Pays attention to detail to ensure one's own work is timely, accurate and reliable	- Sets up procedures for monitoring and checking quality and compliance to standards. - Provides and accepts constructive feedback. - Is proactive in monitoring existing content, gap analysis and providing recommendations for optimising.
Communication Communicates easily in interactions with others, and conveys information clearly in written communications and documents	- Shares information freely and is open to receiving information. - Communicates openly to develop and maintain working relationships - Communicates accurately and effectively both verbally and in writing (particularly for digital)

HRMS No:		ANZCO Code:		Objective ID:	
Delegate Approval:	A/Executive Director, Industry, Strategy and Partnerships			Date:	30 June 2026
Approved and Classified by People and Culture:					