

Role description

General information

Title:	Hotline Manager			Classification:	ASO6
Division:	Biosecurity	Branch:	TBA	Business unit:	HPAI Response Program
Type of appointment:	Term Contract	Hours of duty:	37.5	Location:	TBA

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 Hotline Manager is a member of the HPAI Response Program and is responsible for coordinating the Program's public hotline to support the delivery of timely, accurate and consistent information during preparedness, response and recovery activities. The position provides leadership and oversight of hotline operations, including workforce coordination, roster management, maintenance of approved scripts and referral pathways, reporting, quality assurance and continuous improvement activities.

Working collaboratively with the Public Information function and the Incident Management Team, the position contributes to coordinated response activities by monitoring enquiry trends, public sentiment and emerging issues to provide intelligence that supports communication planning and operational decision-making. The position applies sound judgement within delegated authority to manage priorities, coordinate resources and resolve issues in accordance with PIRSA policies and emergency management arrangements. The role is expected to regularly brief executives regarding hotline operations, community sentiment and future forecasting considerations.

Key accountabilities

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| <ul style="list-style-type: none"> Establish, coordinate and monitor the operation of the HPAI Hotline to ensure it remains fit-for-purpose and responsive to changing program requirements. Lead, supervise and support hotline staff, including rostering, briefing, induction, debriefing and performance support to maintain service standards. Develop, maintain and continuously improve approved scripts, FAQs, referral pathways and operational procedures in collaboration with the Public Information function and technical leads. Monitor and analyse enquiry trends, public sentiment and emerging issues, providing intelligence, advice and recommendations to support communication strategies and operational decision-making. | <ul style="list-style-type: none"> Coordinate escalation of complex enquiries and emerging issues to appropriate technical and operational functions, ensuring timely and consistent responses. Coordinate with operational teams to identify information gaps, emerging community concerns and opportunities to improve public information responses. Ensure hotline records, documentation and information management practices comply with agency requirements. Build effective working relationships with internal and external stakeholders to ensure consistent public information. |
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Key deliverables / results

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| <ul style="list-style-type: none"> HPAI Hotline is established and maintained as an effective channel for community and stakeholder enquiries throughout preparedness, response and recovery activities. Hotline workforce arrangements implemented, ensuring personnel are appropriately recruited, rostered, briefed, supported and debriefed. | <ul style="list-style-type: none"> Enquiry trends, public sentiment and emerging issues analysed and reported to inform communication strategies and operational decision-making. Information gaps, recurring issues and emerging risks identified and escalated to relevant response functions. |
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| <ul style="list-style-type: none"> Accurate and current scripts, FAQs and referral pathways maintained to support consistent public information. | <ul style="list-style-type: none"> Hotline records, reporting and information management practices maintained in accordance with agency requirements. |
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Relationships

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| <ul style="list-style-type: none"> Role reports to the Program Manager Line manages up to 20 FTE hotline personnel, including external labour hire staff. Works closely with the HPAI Functional Leads. Maintains close working relationships with all Divisions across PIRSA. | <ul style="list-style-type: none"> Liaises with internal and external stakeholders to support coordinated response activities and consistent public information. Develops positive relationships with key staff of other State Government departments. Builds and maintains working relationships with industry bodies and companies. |
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Requirements

- Possession of a current driver's licence and willingness to drive
- Out of hours work and inter / intrastate travel may be required
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).
- You acknowledge your work, health and safety obligations and our expectations when applying for a role.
- 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

- Essential: NIL
- Desirable: Experience in call centre operations, customer service, public enquiry management or service delivery. Experience supporting emergency management, biosecurity or incident response environments will be highly regarded

Capabilities

Capability	Behaviours
Professional and Technical Knowledge Demonstrates sound knowledge of customer service operations, information management, public enquiry management and emergency response arrangements.	- Knowledge of customer service coordination or administrative support and experience working in a regional or multi-site environment. - Prepares written communications that meet organisational standards and are tailored to the audience, while communicating clearly and effectively by adapting style to suit different stakeholders. - Manages a variety of tasks across business support and administrative systems with attention to detail. - Applies sound knowledge of information management practices and reporting systems to support accurate and timely response information. - Applies sound knowledge of emergency response procedures, information management and customer service principles to support hotline operations - Keeps up to date with relevant IT systems and record management practices.
Political Nous Demonstrates awareness of political, community and stakeholder sensitivities within a government response environment and applies	- Understands the current and changing role of government and industry and its relationship to the wider social, cultural and economic environment. - Exercises tact and discretion in dealing with politically sensitive and complex issues. - Builds networks and influences a wide range of external groups/stakeholders.

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sound judgement when managing information and issues.	
Planning and Organising Establishing a course of action for self and or others to accomplish specific goals; planning effective and timely work assignments and appropriate allocation of resources	- Coordinates resources and priorities to maintain effective service delivery in a changing operational environment. - Identifies capabilities and resources needed to get the job done. - Pre-plans as much as possible, ready to pivot quickly and adapt to changing circumstances. - Monitors and reviews progress of activities and revises priorities appropriately. - Operates within time, financial and political restraints.
Building Networks Maintains strong internal network and systematically builds external contacts to facilitate achieving objectives, for exchange of information and for mutual benefit.	- Establishes effective working relationships with technical and operational teams to facilitate timely escalation and resolution of issues. - Builds a strong network of professional contacts and actively works to maintain this - Builds relationships of trust and cooperation with key stakeholders, identifying leaders and those with influence - Creates and sustains personal networks, internally and externally

HRMS no.:	TBA	ANZSCO Code:	5411	Objective ID:	TBA
Delegate approval:	Executive Director, Biosecurity			Date:	24/07/2026
Approved and classified by People and Culture:	Senior HR Business Partner, Biosecurity				