

Role Description DRAFT

General information

Title:	Senior Communications and Engagement Partner – Emergency, Drought and Resilience			Classification:	ASO6
Division:	Industry and Regional Development	Branch:	Communication and Digital Services		Business Unit: Emergency, Drought and Resilience
Type of Appointment:	Term	Hours of Duty:	37.5 hours per week	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 Senior Communications and Engagement Partner - Emergency, Drought and Resilience is part of the Strategic Communications and Engagement Branch. The role leads the development, delivery and evaluation of integrated communications, engagement and community education plans for Emergency, Drought and Resilience programs and initiatives. The role operates in a dynamic, fast-paced environment, requiring an agile and collaborative approach to effectively engage with diverse stakeholders. The incumbent will have expert communications and engagement knowledge, along with exceptional verbal and written communication skills.

Key Accountabilities

- | | |
|--|---|
| <ul style="list-style-type: none"> • Design and deliver integrated communication and engagement plans in alignment with Emergency, Drought and Resilience programs and initiatives. • Identify and tailor communications and engagement plans for effective delivery and distribution to key target audiences. • Oversee production of engaging content across channels to educate stakeholders and the community and support behaviour change (e.g. multimedia assets, digital and printed materials, newsletters, podcasts, videos and case studies). • Provide clear advice on communication and engagement risks and stakeholder needs, while proactively identifying and managing emerging or sensitive issues with diplomacy. • Develop stakeholder and community education initiatives that support program objectives. • Provide specialist communications and engagement advice and leadership and guidance to Emergency, Drought and Resilience team members in line with agency processes, policies and guidelines. | <ul style="list-style-type: none"> • Work well under pressure to manage multiple deadlines and competing priorities in a dynamic environment, for self and team members. • Build and maintain effective relationships across PIRSA, government, community and industry. • Work collaboratively with Strategic Communications and Engagement team members, in particular coordinating with the Media Team to plan media opportunities, and digital Services and Social Media team members to optimise digital and social content. • Any other responsibilities in line with the classification level of the role as assigned by Line Manager and/or the Department. This includes supporting broader Strategic Communications and Engagement Team projects and tasks. The responsibilities as specified above may be altered in accordance with the changing requirements of the role. |
|--|---|

Role Description DRAFT

Key Deliverables / Results

- | | |
|---|---|
| <ul style="list-style-type: none"> Effective communication and engagement plans including campaigns and events to generate awareness, educate, and drive behaviour change, to achieve the objectives of the Emergency, Drought and Resilience programs and initiatives. Consistent monitoring and evaluation using analytics integrated into communication and engagement planning. Key insights will identify areas for improvement and recommendations to enhance impact. Integrated content schedules that coordinate messaging across program activities and various stakeholders. | <ul style="list-style-type: none"> High-quality, creative, targeted communication and engagement activities strategically deployed across channels. Proactive risk identification and management, ensuring issues that are sensitive, contentious or emerging, are strategically identified, analysed and/or mitigated, using judgement, initiative and diplomacy to deliver results. Strong internal and external relationships supporting delivery. Contribution to team planning and continuous improvement. |
|---|---|

Relationships

- | | |
|---|---|
| <ul style="list-style-type: none"> This role reports to the Communications Lead Direct working relationships with the Emergency, Drought and Resilience team Direct working relationships with the Strategic Communications and Engagement branch. | <ul style="list-style-type: none"> Internal working relationships with staff across PIRSA for subject matter expertise on programs, projects, policies and compliance work. External working relationships with South Australian government agencies, national and interstate government agencies, industry stakeholders and associations, community information and education providers, and external service providers. |
|---|---|

Requirements

- Out of hours work will be, and inter / intrastate travel may be, required.
- You acknowledge your [work, health and safety obligations](#) and [our expectations](#)
- You may be required to undertake training and be willing to participate in emergency preparedness and response activities required by government agencies
- Desirable: Possession of a current driver's licence and willingness to drive.

Qualifications

- Essential: Nil
- Desirable: Tertiary qualifications in communication, marketing, journalism or a related discipline.
- Desirable: IAP2 certification

Capabilities

Capability	Behaviours
Professional & Technical Expertise Demonstrates in-depth knowledge across all key areas of professional competence relevant to the role.	- Proven ability to develop and deliver effective communications and engagement plans—using the right tools, clear messages, targeted tactics, KPIs and effective evaluation—to reach audiences and improve outcomes. - Demonstrated ability to produce clear, engaging written content across formats and to quickly distil complex issues into simple, accessible information for target audiences. - Capable of working in a dynamic environment with multiple project deliverables and deadlines, exercising strong organisational and time management skills. - Building and maintaining excellent relationships with a variety of stakeholders, with skills in negotiation and strategic planning to achieve communication and engagement deliverables.

Role Description DRAFT

	Strong judgement in complex or politically sensitive situations engagement and issues management.
Relationship Building and Maintaining Building rapport, developing and maintaining productive working relationships with others that are recognised by involved parties as mutually beneficial.	- Strategically builds and maintains productive, collaborative relationships across the agency and with relevant stakeholders - Takes the time to get to know and understand peers, staff and key stakeholders, building positive working relationships. - Demonstrates open communication including genuine interest, active listening and questioning techniques. - Competent and comfortable in relating to and communicating with diverse range of people, of different 'cultures', locations and ages
Political Nous Knowing how to work within the organisational culture, with key stakeholders (internal and external) and with political, social and industry influences to achieve objectives	- Understands and uses organisational structure, systems and policies. - Understands current and changing roles of government and industry, their relationship to the wider social, cultural and economic environment, and how that impacts communications and engagement goals - Recognises the impacts political factors can have on a situation and manages them using sound judgment and diplomacy. - Exercises tact and discretion in dealing with politically sensitive and complex 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	- 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.

HRMS No:		ANZCO Code:		Objective ID:	A7714166
Delegate Approval:	Jennifer Lynch, Executive Director Industry and Regional Development			Date:	22 September 2026
Approved and Classified by People and Culture:	People and Culture, Senior HRBP IRD				