

Digital Communications Officer

Department for Child Protection

OFFICIAL

*Nurturing happy, healthy kids so they
can grow up safe and reach their full potential.*

CLASSIFICATION:

ASO5

REPORTS TO:

Principal Creative and Digital Advisor

ROLES REPORTING TO THIS ROLE:

Nil

DIRECTORATE:

Strategic Communications

FTE:

1.0

ABOUT THIS ROLE:

The Digital Communications Officer is responsible for delivering responsive, high-quality digital content and communication services across the department's website, intranet and social media channels. The work is highly important and meaningful and includes publishing and optimising engaging digital content, supporting communication campaigns and projects, and enhancing the effectiveness of DCP's online presence for both internal and external audiences. Operating in a fast-paced environment, the role requires a high level of responsiveness, adaptability and resilience, along with a strong customer focus to meet the diverse needs of stakeholders and respond to evolving priorities and communication demands.

YOU WILL BE ADDING VALUE BY:

1. Contribute to the implementation and continuous improvement of digital communication policies, standards and strategies, including identifying risks, issues and opportunities for enhancement.
2. Offer timely, best-practice advice on web content, user experience, visual design, social media content and branding, and campaign development to internal stakeholders and, where required, external partners.
3. Assist in the planning of digital communication initiatives, including websites, intranet and social media, identifying opportunities to promote departmental priorities and improve audience engagement.
4. Produce, publish and maintain engaging, accurate and accessible content across the department's website and intranet, working closely with content owners to ensure information for both public and internal audiences is current, verified and complete.
5. Create visual assets in line with the department's brand and style guidelines, ensuring consistency, accessibility and effective communication across digital channels.
6. Optimise content for search engines and internal search functionality to ensure users can easily find relevant information.
7. Monitor and analyse digital performance metrics (e.g. traffic, engagement, search behaviour) to optimise content, inform strategy and continuously improve digital channel effectiveness.
8. Establish and maintain effective working relationships with internal teams, government agencies and external stakeholders, representing the Communications and Engagement function as required.
9. Any other responsibilities in line with the classification level of the role as assigned by Line Manager and/or the Department. The responsibilities as specified above may be altered in accordance with the changing requirements of the role.
10. Contribute to maintaining a safe and healthy work environment by taking personal accountability by identifying and reporting incidents, hazards, and injuries in accordance with DCP policy & procedure and cooperating and complying with reasonable instructions of DCP line management and WHS Officers.



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Department for Child Protection

WHO YOU WILL WORK WITH:

Internal

- Principal Creative and Digital Advisor (line manager)
- Manager, Communications and Engagement and Director, Strategic Communications
- Broader Strategic Communications team
- DCP staff

External

- Non-government organisations and service providers
- Office for the Minister for Child Protection

QUALIFICATIONS

Essential:

- Demonstrated experience and proficiency in digital content creation and management, including the use of SharePoint (including Live Tiles), Squiz Matrix, and social media platforms (e.g. Facebook, Instagram, LinkedIn) and the Adobe Creative Suite.

Desirable:

- Relevant tertiary qualification in communications, digital media, marketing, public relations, journalism or a related discipline
- Experience using Microsoft 365 tools
- Familiarity with social media management and analytics tools (e.g. Hootsuite or similar)

YOUR CAPABILITIES:

- Proven ability to build effective relationships and deliver high-quality customer service, with experience creating and tailoring engaging content for diverse audiences across website, intranet and social media channels.
- Demonstrated experience in developing, publishing and maintaining digital content across web, intranet and social platforms, using contemporary tools and technologies.
- Proven ability to work independently and collaboratively with strong attention to detail, using initiative and sound judgement to manage competing priorities and deliver outcomes within tight timeframes.
- Experience delivering digital campaigns and content initiatives that support organisational objectives, with an understanding of user experience, accessibility (WCAG) and best practice.
- Proficiency in using content management systems (e.g. SharePoint, Squiz Matrix), Adobe Creative Suite and social media platforms, with an understanding of digital standards and governance.
- Demonstrated ability to use Live Tiles or experience with html coding.
- Demonstrated understanding of departmental priorities and relevant policies, along with knowledge of the South Australian Government ICT environment, digital standards, processes and best practice. Includes awareness of usability, information architecture and content management principles in a government context.
- Demonstrated knowledge of, and commitment to, fostering a safe, respectful and inclusive work environment in line with organisational values, policies and Work Health and Safety requirements.



Government of South Australia
Department for Child Protection

OUR COLLECTIVE RESPONSIBILITIES

- Maintain accurate and complete records in accordance with the *State Records Act 1997* and departmental policies, procedures and practice guidance.
- Understand and follow the requirements of confidentiality within the *Children and Young People (Safety) Act 2017*, and whole of government and DCP policies, procedures and practice guidance to facilitate appropriate standards of confidentiality and information sharing practice.
- Actively participate in performance development processes.
- Comply with reporting obligations arising from legislation, professional conduct standards including the Code of Ethics for the South Australian Public Sector, and departmental policies, procedures and practice guidance.
- Undertake mandatory training activities as specified with the DCP Mandatory Training Procedure.
- Actively contribute to Reconciliation, and to the aims and objectives of the Aboriginal & Torres Strait Islander Child Placement Principle.
- Demonstrate a commitment to preventing gendered violence against women consistent with DCP's status as a White Ribbon Accredited Workplace.
- Maintain the Program Standards of White Ribbon Reaccreditation.
- Actively support DCP's commitment to ensuring a workplace culture that is respectful, safe and inclusive where our employees are free from discrimination and are recognised for the individual and collective skills and perspectives that they bring by virtue of culture, race, gender, disability, age, sexual orientation, gender identity, intersex status and other differences.
- Act at all times in accordance with the Code of Ethics for the South Australian Public Sector and legislative requirements including (but not limited to) the *Public Sector Act 2009* and *Work Health and Safety Act 2012*.

SPECIAL CONDITIONS

- You must have, or gain, a current Department of Human Services working with children check prior to being employed and renew this every five years before expiry.
- You must be an Australian resident or provide evidence that you have a current work permit.
- You will need to undertake training in Child Safe Environments – Reporting Child Abuse and Neglect and other mandatory training as required.
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the Principal Creative and Digital Advisor.
- You may be required to perform duties in other locations/divisions/units dependent upon Departmental requirements.



YOU WILL CONTRIBUTE TO



OUR VISION is for all children and young people to grow up safe, healthy, connected and feeling loved so they reach their full potential.



OUR PURPOSE: The Department for Child Protection protects, cares for and empowers children and young people at risk and in care. We do this by working together with our key partners to respond to abuse and neglect, keep children and young people safe from further harm, help them heal from trauma and reach their full potential.



Leaders in practice excellence

Staff in all parts of child protection develop and use best practice in their work to deliver improved outcomes for children, young people, carers, and families.



Closing the Gap

We commit to a transformed child protection system that makes active efforts and where Aboriginal people and communities are empowered to lead decision making about the care and wellbeing of Aboriginal children and young people.



A child protection system that meets the needs of children and young people

We commission and deliver services based on a deep understanding of the needs of children and young people in care and our aspirations for them to heal from trauma and reach their full potential.



A thriving workforce

We are future focused in our workforce strategy, supporting and valuing our staff, proactively recruiting, and establishing sustainable systems, processes and workplaces that enable us to be highly effective.



Active and collaborative partnerships

We work together with our service partners and alongside the community to improve outcomes for children, young people, carers, and families.



Working alongside carers

We respect and value carers as vital partners in keeping children and young people safe and well.



Quality services and safeguarding

We are accountable and transparent, and pursue continuous improvements to promote the safety and wellbeing of children and young people throughout the services we fund and provide.

CERTIFIED CORRECT SEPTEMBER 2026



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