

Role Description

General information

Title:	Communications and Engagement Partner – H5 Bird Flu Response			Classification:	ASO5
Division:	Biosecurity	Branch:	Animal Biosecurity	Business Unit:	H5 Bird Flu Response Program
Type of Appointment:	Term contract – 12 months	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 Communications and Engagement Partner – H5 Bird Flu Response is part of the Biosecurity Division, working closely with the Strategic Communications and Engagement Branch. The role supports the development, delivery and evaluation of communications and engagement activities within the H5 Bird Flu Response Program. Operating in a dynamic, fast-paced environment, requiring an agile and collaborative approach to effectively engage with diverse stakeholders, the incumbent will have experience in delivering communications and engagement activities, along with exceptional verbal and written communication skills.

Key Accountabilities

- Support delivery of communications and engagement activities tailored to diverse audiences to achieve H5 Bird Flu Response Program objectives.
- Produce clear, accurate and engaging content for multiple channels.
- Support industry and community activities and events that increase awareness of H5 Bird Flu Response Program objectives and promote appropriate behaviours.
- Assist in identifying communication and engagement risks and opportunities.
- Build collaborative working relationships across PIRSA and with relevant external stakeholders.
- Work collaboratively with the Strategic Communications and Engagement team members, in particular coordinating with the Media Team and Digital Services and Social Media team members to optimise digital and social content.
- Support evaluation activities using analytics to build insights and act on them.
- 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 as required.
- The responsibilities as specified above may be altered in accordance with the changing requirements of the role.

Key Deliverables / Results

- Contribute to the development and updating of communications and engagement plans and schedules to support H5 Bird Flu Response Program objectives.
- Timely, engaging, accurate, and creative communication, education and engagement activities developed for a range of channels (e.g. multimedia assets, digital and printed materials, newsletters, podcasts, videos and case studies).
- Incorporate evaluation measures into plans and delivery, contributing to monitoring communication and engagement effectiveness to inform future content and tactics.
- Communications and engagement opportunities and risks are identified and addressed using initiative, sound judgement and diplomacy, with more complex or sensitive matters escalated as appropriate.
- Communications and engagement activities are effectively implemented in accordance with agreed plans and priorities.

Role Description

Relationships

- | | |
|--|--|
| <ul style="list-style-type: none"> • Reports to Communications and Engagement Lead – H5 Bird Flu Response Program. • This position is a member of the Biosecurity team in the H5 Bird Flu Response Program. • Direct working relationships with the Strategic Communications and Engagement branch of the Industry, Strategy and Partnerships Division. | <ul style="list-style-type: none"> • Internal working relationships with staff from across PIRSA for subject matter expertise on relevant matters. • External working relationships with Federal and South Australian government agencies, industry stakeholders and associations, and external service providers and the broader community. |
|--|--|

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](#)
- 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.
- Desirable: Possession of a current driver's licence and willingness to drive.

Qualifications

- Essential: Nil
- Desirable: Tertiary qualifications in marketing, public relations or communications or a related role, or significant experience in a similar role, preferably within the public sector.
- Desirable: experience with IAP2 Spectrum of Public Participation

Capabilities

Capability	Behaviours
Professional & Technical Knowledge Demonstrates fundamental knowledge across all key areas of professional competence relevant to the role	• Strong understanding of core communication and engagement principles, including planning, implementation and identifying opportunities. • Proven ability to produce high-quality communication outputs and deliver effective engagement activities. • Skilled in managing sensitive or complex communication and engagement issues. • Demonstrates initiative and sound judgement when delivering communications and engagement activities and providing input to plans and content. Builds and maintains productive, collaborative relationships across the agency and with relevant stakeholders • Performs well under pressure, managing multiple deadlines and shifting priorities effectively.
Planning and organising Manages own time efficiently, plans and prioritises work to ensure activities are completed on time and in line with objectives	• Ensures plans and frameworks are easily understood by others • Uses tools (e.g. calendar, files charts) and time efficiently to meet work objectives • Prioritises competing tasks and manages time and available resources effectively to meet deadlines • Manages numerous tasks in priority order allowing sufficient time to meet deadlines
Builds networks Builds and maintains internal and external relationships to support the achievement of objectives and effective exchange of information	• 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

Role Description

Political Nous Sound understanding of organisational, political and social contexts; applies this understanding to 'get things done' for area of responsibility; maintains awareness of, and works constructively with, power relationships in all contexts	• Exercises tact and discretion in dealing with politically sensitive and complex issues. • Reads situations well, and adapts approaches and processes to ensure success. • Manages 'up', knowing when and how to raise critical issues. • Demonstrates understanding and appreciation of broad organisation structure in making decisions.				
HRMS No:	TBA	ANZCO Code:	2124	Objective ID:	A7723106
Delegate Approval:	Director, Strategic Communications and Engagement			Date:	2 October 2026
Approved and Classified by People and Culture:	Approved by comparison, Senior HR Business Partner, Biosecurity.				