

Role Description

General information

Title:	Senior Communications and Engagement Partner – H5 Bird Flu Response			Classification:	ASO6
Division:	Biosecurity	Branch:	Animal Biosecurity		Business Unit: H5 Bird Flu Response Program
Type of Appointment:	Term contract – 12 months	Hours of Duty:	37.5 hours per week	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 Senior Communications and Engagement Partner – H5 Bird Flu Response, is responsible for the development, delivery and evaluation of integrated communications and engagement plans across the H5 Bird Flu Response Program. The role operates in a dynamic, fast-paced environment, requiring an agile and collaborative approach to deliver effective communications and engagement activities. The incumbent will have expert communications and engagement knowledge, along with exceptional verbal and written communication skills.

Key Accountabilities

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| <ul style="list-style-type: none"> Design and deliver integrated communication and engagement plans within the strategic direction established for the H5 Bird Flu Response Program 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, identifying and managing emerging or sensitive issues within areas of responsibility and escalating higher-risk issues as appropriate. Develop stakeholder and community initiatives that support program objectives. Provide specialist communications and engagement advice, guidance and professional support to H5 Bird Flu Response Program team members in line with agency processes, policies and guidelines. | <ul style="list-style-type: none"> Manage multiple deadlines and competing priorities in a dynamic environment, adapting work priorities as required to support program objectives. 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, media responses and talking points. Work with the 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. |
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Key Deliverables / Results

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| Effective communication and engagement plans including campaigns and events to | High-quality, creative, targeted communication and engagement activities strategically |
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generate awareness, educate, and drive behaviour change, to achieve the objectives of H5 Bird Flu Response Program.

- 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.

deployed across channels.

- Proactive identification and management of communications and engagement risks within areas of responsibility, with sensitive, contentious or emerging issues escalated as appropriate..
- Strong internal and external relationships supporting delivery.
- Contribution to program planning and continuous improvement activities.
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Relationships

- This role reports to the Communications and Engagement Lead – H5 Bird Flu Response Program.
- This position is a key 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 and Regional Development Division.
- Nil reports

- Internal working relationships with staff across PIRSA for subject matter expertise on programs, projects, policies and compliance work.
- External working relationships with Federal and South Australian government agencies, industry stakeholders and associations 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.
- PIRSA works under the South Australian government's Protective Security framework. By applying for this role, you consent to obtaining and being screened under the process of a Nationally Coordinated Criminal History Check (NCCHC).
- 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.

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	- Building and maintaining excellent relationships with a variety of stakeholders, with skills in negotiation and strategic planning to achieve communication and engagement deliverables. - 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 Nows 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:	TBC	ANZCO Code:	2124	Objective ID:	A7723092
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				