

Role description

General information

Title:	Communications and Engagement Lead – H5 Bird Flu Response			Classification:	ASO7
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 Lead – H5 Bird Flu Response, provides leadership and oversight of communications and engagement activities being delivered across PIRSA's H5 Bird Flu Response Program. This includes setting the strategic direction for complex communications and engagement and ensuring the effective roll out of plans and campaigns. This role operates in a dynamic, fast-paced environment to deliver effective and innovative communication and engagement, that increases awareness, engages audiences and inspires action. This includes providing expert strategic advice on communications issues, and the development of high-quality plans, briefings and key messages. The role requires leadership and initiative, strong collaboration with diverse stakeholders, exceptional verbal and written communication skills, and a high degree of diplomacy and tact. The incumbent will have extensive communication and engagement experience, excellent leadership and relationship-building skills, and the ability to simplify complex issues for diverse audiences. The role contributes to delivering systems to monitor and report on key communication and engagement performance indicators with a focus on continuous improvement.

Key accountabilities

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| <ul style="list-style-type: none"> • Providing leadership and expert communications and engagement advice for the H5 Bird Flu Response Program. • Managing and leading the planning, development, implementation and evaluation of effective integrated communications and engagement strategies to ensure timely, accurate and consistent information to community and affected stakeholders. • Participating in key meetings including multi-agency working groups, representing PIRSA. • Building and maintaining productive and collaborative working relationships with staff from across the agency, across government, and with key stakeholders across a range of sectors. • Prioritising and proactively identifying communications, engagement and media opportunities in tight timeframes, working across teams to prepare content and | <ul style="list-style-type: none"> • Ensuring products and services are delivered to a high quality within agreed timeframes, including continuous improvement processes and systems. • Managing media enquiries in conjunction with PIRSA's Media unit, including interview requests; providing expert advice on responses, drafting talking points, coordinating tasks within own team, and business unit, and managing deadlines and approvals to ensure timely and accurate responses. • Managing performance and contractual arrangements with external suppliers to deliver communications and engagement services and products. • Effectively supporting staff to ensure high performance, collaboration, and alignment with organisational goals, while fostering a positive and inclusive work environment. • 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 |
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developing appropriate strategies for effective delivery, distribution and engagement. • An ability to quickly comprehend complex issues and translate them into clear, concise and easy to understand content for a range of target audiences is essential to success in the role. • Proactively and strategically identifying, analysing and/or mitigating communications, engagement, and media risks and issues that are sensitive, contentious or emerging using judgement, initiative and diplomacy to deliver results.	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.
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Key deliverables / results

• Effectively collaborating with staff and stakeholders to manage the complexity of the program. • Supporting national and state stakeholders with strategic communications and engagement advice, including education and knowledge-based resources. • Effectively coordinating multi-agency communications and media, liaising with colleagues across government to proactively identify and plan communications, media and engagement opportunities. • Designing and delivering accurate, engaging and high-quality communication plans and campaigns to support objectives, ensuring alignment with overall PIRSA goals and target audiences. • Engaging with key stakeholders including PIRSA and other government communications staff, industry representatives, media representatives, PIRSA divisional staff, PIRSA Executive including the office of the Chief Executive, and Ministerial officers, ensuring the effective flow of information relevant to the H5 Bird Flu Response program and initiatives.	• Proactively identify, plan, develop and deliver high quality media opportunities for the Minister's Office and PIRSA. Liaise across government stakeholders and with the PIRSA media team to ensure coordination of opportunities. Effectively manage communications and engagement issues that are sensitive, complex or high-risk. • Effectively manage the development and implementation of communication and engagement plans, priorities and resources. • Continuously analyse the effectiveness of communication and engagement strategies, identify areas for improvement, and provide actionable recommendations to enhance impact.
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Relationships

• This role reports to the Program Manager – 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. • There is one AS06 and one AS05 directly reporting to this role.	• 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.
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Requirements

• 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).	Qualifications • Essential: Nil. • Desirable: Tertiary qualifications in communication, marketing, journalism or a related discipline or extensive experience in a relevant role.
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| <ul style="list-style-type: none"> 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. 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). Possession of a current driver's licence and willingness to drive is desirable. | <ul style="list-style-type: none"> Desirable: IAP2 certification |
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Capabilities

Capability	Behaviours
Professional and Technical Expertise Demonstrates in-depth knowledge across all key areas of professional competence relevant to the role.	- Demonstrates comprehensive understanding of communications and engagement, including issues management, proactive planning, development and implementation of communications and engagement strategies and plans, a strong ability to identify opportunities that result in optimal outcomes promoting the programs, services and initiatives of the agency and government. - Experience in collaborating and mentoring a multi-disciplined team in a government context to deliver high-quality campaigns, activities, and outcomes. - Uses initiative and shows a high level of professional competence when developing and implementing communications and engagement strategies and providing advice on approaches and opportunities to achieve the best outcomes for the agency and key stakeholders. - Applies expert knowledge of communications and engagement issues management, including handling sensitive, contentious, emerging, or complex issues. - Demonstrates ability to work well under pressure in fast-moving and developing situations, managing multiple deadlines and effectively triaging/resourcing competing priorities. - Strong writing skills, tailoring content to the audience and story, simplifying complex issues into clear, concise, and accessible messaging for diverse audiences.
Political Nous Expert in reading and working within high-level political agendas across complex matrix of stakeholder groups; exercises astute political judgment in high-level, complex contexts that have major impact within/outside the state.	- 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 negotiates strategically and skilfully to influence a wide range of external groups/stakeholders. - Understands the forces that shape the views and actions of stakeholders.
Building Networks Develops and maintains networks of contacts across the government, industry and community sectors, capitalises on links between internal/external networks.	- Develops and maintains collaborative working relationships with key contacts across the agency and beyond. - Builds positive, genuine relationships with a strong network of professional contacts in which to create shared frameworks and understandings. - Builds relationships of trust and cooperation with key stakeholders. - Effectively liaises with and between a wide range of people at all levels

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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. - Operates within time, resourcing, financial and political restraints. - Demonstrates a concern about the reputation of the organisation for high quality delivery of services or products. - Gets buy-in (ownership) from staff by involving them in planning and decision making				
HRMS no.:	TBA	ANZCO Code:	2124	Objective ID:	A7723088
Delegate approval:	Director, Strategic Communications and Engagement			Date:	2 October 2026
Approved and classified by People and Culture:	Approved by comparison, Senior HR BP Biosecurity				