

Position Description

Project Officer, Digital Marketing

Why work with us

Every child and young person deserves a great education.

We have a strategy that aims to unlock every child's potential now and into the future, one that in partnership with learners, students, parents and the wider South Australian community will build a world-leading public education system. One that is equitable and prioritises learning and wellbeing.

Together we will make our education system the best it can be.

When our children and young people thrive, so do our communities and our state.

Our values

We are part of the South Australian public sector and share the values of:

							
SERVICE	PROFESSIONALISM	TRUST	RESPECT	COLLABORATION & ENGAGEMENT	HONESTY & INTEGRITY	COURAGE & TENACITY	SUSTAINABILITY
We proudly service the community and the South Australian Government.	We strive for excellence.	We have the confidence in the ability of others.	We value every individual.	We create solutions together.	We act truthfully, consistently, and fairly.	We never give up.	We work to get the best results for current and future generations of South Australians.

About Curriculum and Learning

The Curriculum and Learning Division is responsible for supporting educators within the public education system to provide the best learning possible to our children and young people. Driving its work is the Strategy for Public Education and the achievement of our ambitions for our learners. The Division has responsibility for all curriculum and learning initiatives, policies, and programmes and has recently undergone a functional design process resulting in the establishment of six directorates, four of which are new to the division.

The directorates are:

- Aboriginal Education
- Curriculum
- Curriculum Strategy and Planning
- Connections and Engagement
- Early Years Curriculum and Learning
- Learning and Teaching

The Curriculum Connections and Engagement directorate drives collaborative engagement with all system leaders and external partners, supporting the integrated delivery of key projects, events, and communications for transformative impact.

About this role

As a key member of the Curriculum Connections and Engagement directorate, the Project Officer, Digital Marketing drives the digital promotion and accessibility of divisional resources and initiatives. The Project Officer focuses on developing and implementing effective digital marketing strategies to enhance visibility, communication, and uptake of services by school sites and leaders across South Australia.

Operating at the intersection of curriculum development and educator engagement, the Project Officer designs targeted digital campaigns and content to clearly communicate divisional offerings and encourage adoption among educators. Using analytics and feedback from digital platforms, the Project Officer provides insights to continuously refine marketing efforts.

Position title	Project Officer, Digital Marketing
Classification	AS06
Division	Curriculum and Learning
Directorate	Curriculum Connections and Engagement
Location	Milner Street, Hindmarsh SA 5007
Reports to	Leader, Engagement Curriculum Connections and Engagement
Direct reports	Nil
Role description date	August 2026

What you will do (key outcomes)

1. Build and maintain strong working relationships with the Department for Education's Communication team, ensuring consistent online messaging and the integration of digital best practices to maximise the impact of joint online communication initiatives.
2. Lead and proactively support Curriculum and Learning staff in the digital promotion and communication resources and services, ensuring online channels are effectively leveraged so offerings are clearly understood, valued, and adopted by educators and leaders across South Australia.
3. Develop, review, and implement comprehensive strategies for digital marketing, promotion, and stakeholder engagement that reflect Curriculum and Learning's priorities. Collaborate with both internal teams and external stakeholders to ensure all online campaigns are targeted, measurable, and achieve maximum impact.
4. Design, produce, and deliver high-quality digital marketing materials and online assets, drawing on creative and technical expertise to ensure resources are visually engaging, user-friendly, and accessible across multiple digital platforms and devices.

5. Collect, analyse, and report on digital engagement and user feedback using web analytics, social media insights, and other digital metrics to provide actionable recommendations for the ongoing optimisation and continuous improvement of digital marketing and communication activities.
6. Foster a collaborative, digitally capable culture within Curriculum and Learning by working closely with colleagues, sharing expertise in digital communications, and providing advice on online promotion tools and tactics to support divisional and project outcomes.
7. Help to maintain a safe and healthy working environment by proactively reporting incidents, hazards and injuries.

The capabilities you will bring (key competencies)

- **Digital marketing Expertise and Digital Promotion:** Demonstrated depth of knowledge in digital marketing, including strategy development, execution, and evaluation. Ability to optimise digital content and campaigns to raise awareness and engagement with Curriculum and Learning's digital offerings.
- **Digital Communication and Content Development:** Demonstrated ability to create engaging, clear, and targeted digital content and campaigns, leveraging web, email, and digital marketing tools to effectively promote resources and initiatives. Skilled in collaboration, data-driven improvement, and digital stakeholder engagement within education networks.
- **High-Level Digital Literacy and Platform Proficiency:** Advanced capabilities using digital communication and design platforms (e.g. content management systems, email marketing software, social media, and graphic design tools) to create, publish, and manage impactful digital marketing materials.
- **Data-Driven Online Engagement and Analytics:** Proven experience using digital analytics tools (such as Google Analytics, social media insights, and email campaign platforms) to monitor, interpret, and report on campaign performance, and to inform evidence-based improvements in online engagement and reach.
- **Digital Project and Task Management:** Strong organisational skills, especially in managing multiple concurrent digital initiatives and campaigns. Capable of delivering tight online deadlines and adapting to fast-paced changes in the digital landscape, independently or collaboratively.
- **Collaborative Stakeholder Engagement in Digital Spaces:** Proven ability to nurture effective working relationships and collaborate across digital platforms with internal and external stakeholders, including Communications and Curriculum and Learning teams, to align messaging and maximise impact, strengthening the reach of digital marketing activities.
- **High level written and verbal/customer service skills:** Demonstrated highly effective interpersonal, negotiation, written and verbal communication skills, including the capacity to convey complex information in a clear and concise manner while consulting and influencing stakeholders in a positive manner that fosters collaboration and delivery of high-quality outcomes.

Who you will work with (key relationships)	Qualifications
Direct working relationships: Leader, Engagement, Curriculum Connections and Engagement. Internal Working Relationships • Director Curriculum Connections and Engagement • Leader, Engagement – CC&E • Assistant Director Online Curriculum and Learning • Leader Programs and Branding Connections and Engagement • Publishing Team Curriculum Connections and Engagement External Working Relationships • Learning Area Associations: Subject-specific professional organisations • School Leadership Teams: including the Principals, Deputy Principal, and Assistant Principals and Curriculum Leaders • Communications Directorate – Senior leader and staff: The central department division responsible for internal and external strategic messaging. • Online Communications – Senior leaders and staff	Essential: Nil Desirable: Tertiary qualifications in communications, marketing, public relations or related discipline.

Corporate responsibilities	Special conditions
Keep accurate and complete records Act appropriately in line with the Public Sector Code of Ethics at all times Support diversity and promote an inclusive workplace for everyone Maintain a commitment to Work Health and Safety legislative requirements	You may be asked to work out of hours You may need to travel within or outside South Australia You need to achieve mutually agreed performance goals You must have a current Working with Children Check You must do Responding to Risks of Harm, Abuse and Neglect – Education and Care training You must be an Australian resident or provide evidence you have a current work permit

Assessed by: Valentina Lopez, People & Culture Advisor		Approved by: Amanda Rice, Director, Curriculum Connections & Engagement	
Date: August 2026		Date: August 2026	