

Assistant Director, Communications and Engagement

OFFICIAL

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

Department for Child Protection

CLASSIFICATION:	SM2	DIRECTORATE:	Office of the Chief Executive
REPORTS TO:	Director, Office of the Chief Executive	FTE:	1.0
ROLES REPORTING TO THIS ROLE:	Multiple		

ABOUT THIS ROLE:

The Assistant Director, Communications and Engagement provides strategic leadership for the department's communications, media, engagement, digital, creative and events functions. The role is responsible for delivering integrated external and internal communication and engagement strategies that support departmental priorities, strengthen stakeholder relationships, manage reputation, positively position, and increase public understanding of the department's role and services.

YOU WILL BE ADDING VALUE BY:

1. Leading the development and delivery of an integrated communications and engagement strategy that supports DCP's strategic priorities, builds organisational reputation and promotes confidence in the Department's work.
2. Leading timely, accurate and coordinated responses to media enquiries, proactive media opportunities and issues that may impact the Department's reputation.
3. Planning and executing an effective digital communications and social media strategy, ensuring content is creative, accessible, engaging, and aligned with DCP's strategic priorities, brand and communication standards.
4. Significantly contributing to the development of multimedia communication products including digital, social media, video, audio, web and print content, ensuring they are contemporary, innovative, audience focused and delivered through appropriate channels.
5. Provide high-level communications advice to the Director, Chief Executive, Minister and senior executives, including strategic guidance on emerging issues, sensitive matters, public messaging and communication strategies.
6. Lead the development and coordination of communications activities to significant, sensitive or emerging issues, ensuring timely, consistent and well-coordinated messaging across internal and external audiences.
7. Continuing to enhance departmental events and engagement activities, ensuring they effectively support organisational priorities, stakeholder relationships, employee wellbeing and public awareness of DCP's services and achievements.
8. Lead contemporary approaches to stakeholder and community engagement, ensuring communications are informed by audience needs and contribute to meaningful understanding and participation.
9. Lead, develop and support a high-performing communications and engagement team, fostering professional capability, collaboration, innovation and a strong customer and service focus.
10. Build effective relationships across DCP, government and key external stakeholders to ensure communications and engagement activities are coordinated, responsive and aligned with broader government priorities.
11. Ensure effective governance, planning and risk management across communications, media, digital and events, including appropriate controls for sensitive information, approvals, reputational risk and statutory or government requirements
12. Measure and report on effectiveness and impact of proactive communications and engagement activities, using data driven audience insights and emerging trends to drive continuous improvement and inform strategic decision-making
13. Contribute to improved outcomes for Aboriginal children and young people by supporting culturally safe, inclusive and responsive practices across all areas of responsibility, and ensuring advice, services, communications, projects and stakeholder engagement activities align with the principles of self-determination, Closing the Gap and the Aboriginal and Torres Strait Islander Child Placement Principle.
14. Contributing to maintaining a safe and healthy work environment through compliance with departmental WHS requirements.
15. 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.



Government of South Australia
Department for Child Protection

WHO YOU WILL WORK WITH:**Internal**

- Director, Office of the Chief Executive
- Chief Executive
- Executive and staff across DCP

External

- Minister's Office
- Other government and non-government departments

QUALIFICATIONS**Essential:**

Desirable: a degree level qualification in a relevant field

YOUR CAPABILITIES:

- Demonstrated experience leading strategic communications, media, engagement or corporate affairs functions in a large and complex organisation.
- Demonstrated expertise in reputation management, issues management and stakeholder engagement.
- Experience leading digital communications, creative services and major stakeholder engagement initiatives.
- Successfully led medium sized multi-disciplinary teams and projects in a matrixed environment.
- Highly developed written and verbal communication skills and the ability to provide trusted advice to senior executives on sensitive matters.
- Strong understanding of government communications and ministerial environments
- Experience in planning and roll-out of creative marketing campaigns, large scale digital projects, change management, and optimising departmental websites and intranets would be advantageous
- Strong stakeholder engagement, negotiation and influencing capabilities
- Demonstrated ability to promote culturally safe and inclusive practices, and to ensure Aboriginal perspectives are considered in the development of advice, communications, reforms, projects and organisational initiatives.



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 Director, Office of the Chief Executive.
- 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



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