

ROLE DESCRIPTION

POSITION

Digital Communications Advisor - SAGSSA

CLASSIFICATION

ASO5

ORGANISATION

Office of the Commissioner for Public Sector Employment

PROGRAM/TEAM

South Australian Salary Sacrifice Arrangements (SAGSSA)

ORGANISATIONAL OVERVIEW

The Office of the Commissioner for Public Sector Employment (OCPSE) makes a difference by enabling the public sector workforce to deliver great results and outcomes so that South Australia thrives.

As a central agency, we support more than 120,000 South Australians who work in the public sector by:

- Enhancing workforce performance and potential
- Providing stewardship to build an inclusive, safe, and ethical culture
- Advancing current and future leaders
- Shaping the future workforce, including its systems and data

PROGRAM/TEAM OVERVIEW

SA Government Salary Sacrifice Arrangement (SAGSSA)

SAGSSA delivers and oversees whole of sector salary packaging arrangements for South Australian public sector agencies. The team works closely with agencies, service providers and central government stakeholders to ensure accessible, compliant and consistent salary packaging information and services across the sector.

ROLE OVERVIEW

The Digital Communications Advisor supports SAGSSA by leading the development, coordination and ongoing management of employer specific SharePoint sites, ensuring consistent, accurate and accessible salary packaging information across the South Australian public sector.

The role is responsible for designing and maintaining a central SharePoint information approach that all agency Communications teams are required to link to from their internal salary packaging sites. This ensures a single source of truth, reduces duplication, and improves the employee experience.

The Digital Communications Advisor will engage closely with agency communications teams to understand their business and user needs, provide guidance on best practice digital execution, and support implementation. Leads targeted digital communication campaigns to increase employee awareness and uptake of salary packaging benefits, including but not limited to; campaign messaging, content and digital assets

The role requires strong stakeholder engagement, digital capability, governance awareness and the ability to balance strategic objectives with practical delivery.

ROLE DESCRIPTION

KEY RELATIONSHIPS

Reports to:

- SAGSSA Contract Manager

Direct Reports:

- Nil

Internal Relationships:

- SAGSSA team members
- Office of the Chief Information Officer
- OCPSE Office of the Chief Executive

External Relationships:

- Agency Communications teams across the South Australian public sector.
- Agency ICT representatives as required

RESULTS REQUIRED

- Coordinate and undertake the development, management and maintenance of employer specific SAGSSA SharePoint sites to ensure they are accessible, user-friendly and aligned to whole-of-government standards.
- Write, manage and maintain clear, accurate and user-focused content across the SAGSSA digital presence, translating complex salary packaging information into accessible language for employees.
- Design and implement a content strategy, including content structure and information design, to support a consistent and scalable approach across agencies.
- Apply and promote digital content governance, accessibility standards and branding requirements to ensure consistency, quality and compliance across agency-aligned content.
- Engage with agency communications teams to understand business needs and provide guidance on best practice digital communication and content delivery.
- Build and maintain effective working relationships with communications and ICT stakeholders to support consistent whole-of-sector implementation.
- Work with the Office of the Chief Information Officer (OCIO) and agency ICT teams to support access to and adoption of SAGSSA digital content across varying technical environments.
- Provide strategic and operational digital communications advice to support continuous improvement of SAGSSA SharePoint sites and digital services.
- Design and deliver targeted communication campaigns to increase employee awareness, understanding and uptake of salary packaging benefits, and analyse and report on tracking metrics to identify engagement and reach.

ROLE DESCRIPTION

OCPSE CORE CAPABILITIES

Our employees deliver work aligned to the OCPSE Strategic Plan, within the responsibilities of the role, and behave in accordance with the South Australian Public Sector Values, regardless of position and technical expertise, and:

- Adhere with the Code of Ethics for the South Australian Public Sector.
- Actively participate in OCPSE's performance management and development program.
- Actively collaborate and contribute to whole-of-office priorities and goals as required.
- Maintain a safe working environment by adopting appropriate work health and safety practices consistent with the role.
- Recognise there may be times when you are required to work outside normal working hours, or travel within or outside the state, to represent the office.
- Seek out flexible working options to support achieving a balance between work and personal responsibilities.
- Act in a manner consistent with the recognition of OCPSE as an Equal Opportunity employer.

Appointment is subject to a satisfactory Criminal History Check, renewed as required.

CAPABILITIES REQUIRED

Technical

- Demonstrated knowledge of digital content creation and management methodologies and tools, governance principles, accessibility standards and user-centred design principles.
- Demonstrated knowledge of Microsoft 365 applications, including SharePoint and related collaboration and analytics tools to identify and report on the performance, reach and success of campaigns.
- Knowledge of OCPSE program activities and of government information and communication related policies.

Personal

- Demonstrate high level interpersonal, written and verbal communication skills, including the ability to liaise and negotiate effectively with individuals at all levels and build and maintain positive internal and external stakeholder relationships.
- Demonstrated ability to work both autonomously and as a member of a team, under limited direction, and exercise judgement and delegated authority to identify performance outcomes, determine priorities and plan and manage workloads to required standards within a changing digital environment.
- Demonstrated ability to identify, analyse and resolve complex SharePoint information and digital content related problems, select methods and techniques based on sound judgement and apply a high level of attention to detail and commitment to quality outcomes.
- Motivated to work within a purpose-led public sector culture.

Experience

- Demonstrated experience in developing, managing and maintaining digital content within the SharePoint platform or similar enterprise environment and utilise data, analytics and user insights to inform content improvements and monitor communication effectiveness.
- Demonstrate experience developing and implementing content strategies, translating complex or technical information into clear, user-focused digital content and managing content across multiple channels or business areas.
- Demonstrated experience engaging with multiple stakeholders to develop and deliver digital content, including working collaboratively with communications and IT teams to deliver digital outcomes, within government or regulated environment.

Qualifications

- A diploma or degree in communications, digital media, information management or a related field (highly desirable).