Position Description

Manager, Strategic Communications

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 this role

The Manager, Strategic Communications leads a team of high performing communications professionals and is responsible for oversight and continuous improvement of the department's strategic communications, corporate communications and select communications channels.

The position oversees the provision of specialist critical communications support and solutions to all levels of departmental programs, initiatives, strategies, and issues based on a strong understanding of audience motivation and insights to ensure that messages and solutions are targeted and effective.

The position is responsible for developing, delivering, and managing a forward-looking communications planner that maps key communications activity for a large and complex department with large and varied target audiences.

The Manager, Strategic Communications requires a high-level understanding of setting clear communications objectives and applying the principles of behavior change. The role is responsible for building the capability of education communicators to develop, implement and evaluate effective communications

strategies, and solutions. This includes providing advice and developing communications resources to support the communications team and broader department to develop high-quality communications.

Possessing a highly collaborative working approach and a strong focus on relationships, the position is required to partner closely with stakeholders in varied positions and at all levels to deliver on the requirements of the role.

Working within a fast-paced and politically sensitive environment, the position needs to be adaptable and able to work across multiple projects and priorities efficiently, effectively and with a strong focus on evaluation and improvement.

Position title	Manager, Strategic Communications
Classification	SM1
Division	Strategic Policy & External Relations
Directorate	Communications
Location	31 Flinders Street, Adelaide, with flexible working arrangements available
Reports to	Assistant Director, Communications
Direct reports	Communications Advisers
Role description date	Ocotber 2026

What you will do (key outcomes)

1. Lead a team of highly skilled and engaged communications professionals to deliver timely, engaging, and relevant communications to internal and external audiences to meet department objectives.
2. Lead the design, development, implementation and evaluation of growth and improvement strategies for the department's internal and external communications channels.
3. Provide expert advice and communications services to executive management, key stakeholders, and staff across the department on complex and critical communications matters by identifying opportunities and mitigating risk.
4. Drive capability development across the directorate, providing communications leadership and expertise that ensures communications staff continue to develop their skills, are encouraged, and expected to strive for excellence in their work.
5. Lead the design, development, and management of a forward-plan of communications activities across the department, including identification of risks and opportunities to ensure proactive, end-to-end communications services and support that assists the department in the promotion and achievement of identified goals and objectives.
6. Develop, deliver, and manage the ongoing application and evaluation of a communications resources (templates, guides and information) that enables the effective delivery of communications services across the department.
7. Lead the development, implementation and ongoing evaluation of relevant policies, processes, procedures, and guidelines to enable continual improvement across the department's internal and external communications channels.

8. Help to maintain a safe and healthy working environment by proactively reporting incidents, hazards, and injuries.

The capabilities you will bring (key competencies)

- **Communication:** Proven experience leading a communications team, in a large and complex organisation.
- **Leadership:** Extensive experience in leading a team that can successfully manage, develop, and improve multiple internal and external communications channels for various audiences.
- **Advisory:** Previous experience providing exceptional communications advice and service to a Chief Executive and Minister, including speech writing and briefings on communications matters. Experience providing high-level and sensitive liaison, negotiation, briefings, and reports.
- **Mentoring:** Demonstrated experience upskilling team members on content creation – ensuring content is engaging, relevant and timely for different channels to meet an organisational need.
- **Strategic Problem Solving:** Demonstrated experience in identifying, developing, and implementing high-level strategic and innovative solutions to complex, critical communications issues.
- **Project Management**: Demonstrated experience in the strategic and operational management and delivery of communications projects, strategies, campaigns, and content.
- **Initiative:** Proven ability to work autonomously, under broad direction, to achieve a high-performing team culture that embraces change, responds to challenges, and achieves high-quality outcomes.
- **Relationships:** Exceptional interpersonal skills to build collaborative team and working relationships and to create an environment of trust and excellence
- **Work, Health and Safety:** Demonstrate knowledge and commitment to promoting and creating a safe and inclusive work environment, and the legislative requirements of Equal Opportunity and Work Health and Safety legislation

Who you will work with (key relationships)	Qualifications
Direct working relationship: Director, Communications Assistant Director, Communications Strategic Communications Leads Communications Advisers Manager, Communications Campaigns and Brand Manager, Online Communications Manager, Media Team members **Internal working relationships:** Senior Executive Group **External working relationships:** Department of the Premier and Cabinet Government agencies and other organisations External communications and creative services	**Essential:** Nil **Desirable:** A tertiary qualification in communications or equivalent experience

agencies/partners	

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 need a current driver's license and be willing to drive 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	Valetina L	**Approved by:** Libby Rolfe, Director Communications	J Rolfe.
Date: October, 2026		**Date:** October, 2026	