Position Description

Digital Content Specialist

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 & INTERGRITY	 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 the Division

The Strategy and Performance Division promotes the value of education in South Australia and plays a key role in improving the public education system. It leads system-wide strategy, manages strategic risks, provides data-driven insights, and supports schools and preschools to succeed and strengthen their standing within their communities.

About the Directorate

International Education Services (IES) is focused on the strategic direction and sustainability of international education programs in South Australian government schools. The team works closely with schools, homestays, overseas families, agents and government agencies to promote international education programs to global markets and deliver positive educational outcomes to international students within a safe and supportive learning environment.

About this role

The Digital Content Specialist is responsible for developing, implementing, and optimising digital content and strategy to support International Education Services. The role requires a high degree of initiative, professional judgement and autonomy to ensure content meets legislative requirements, stakeholder needs and organisational objectives. The position contributes to the delivery of effective digital communications that promote services, support engagement and enhance the user experience across digital platforms.

Position title	Digital Content Specialist
Classification	ASO5
Division	Strategy and Performance
Directorate	International Education Services
Location	31 Flinders Street, Adelaide, with flexible working arrangements available
Reports to	Strategic Communications and Marketing Lead
Direct reports	Nil
Role description date	October 2026

What you will do (key outcomes)

1. Develop and produce high-quality written, visual, and multimedia content across digital platforms, ensuring consistency with brand and compliance standards.
2. Develop and implement digital strategies informed by research, user behaviour and industry best practices to improve digital performance and maximise stakeholder engagement.
3. Collaborate with team members, ICT staff, and external service providers to identify and resolve technical issues and support quality digital service delivery.
4. Provide specialist advice and guidance to stakeholders on digital communications, content development and platform management, including engagement with offshore stakeholders where required.
5. Manage content management systems, monitor and report on digital performance, and implement evidence-based improvements.
6. Coordinate the delivery of digital communications projects, including managing timelines, priorities, and evaluation of outcomes.
7. Ensure International Education Services marketing and communication activities comply with Commonwealth and State legislation and align with Department for Education and whole-of-governmental branding, procedures, guidelines and protocols.
8. Help to maintain a safe and healthy working environment by proactively reporting incidents, hazards and injuries.

The capabilities you will bring (key competencies)

- Digital communications, content and marketing: Demonstrated experience in digital communications, content production, online publishing and strategy development within a

complex organisation, including delivering content that supports engagement with a global audience.

- **Content development and technical expertise:** Advanced writing, editing, and multimedia production skills, together with strong knowledge of content management systems, user experience principals and digital platform optimisation.
- **Technical expertise:** Strong knowledge of content management systems, user experience design, and digital platform optimisation.
- **Compliance and governance:** Ability to interpret and apply legislative, policy and procedural requirements relevant to digital content, publishing and communications.
- **Stakeholder engagement:** Demonstrated ability to build effective relationships, provide specialist advice, and negotiate and influence with stakeholders at multiple levels.
- **Reporting and analysis:** Strong analytical skills, including the ability to monitor, measure, report on and improve digital performance and effectiveness.
- Autonomy and Judgement: Proven ability to work independently and collaboratively as part of a team, provide specialist advice, operate under limited direction, and exercise initiative, judgement and decision-making in responding to competing demands, changing priorities and critical deadlines.
- Work Health & 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 relationships: • Strategic Communications and Marketing Lead • Executive Manager, Operations and Strategic Communications • Director, International Education Internal working relationships: • IES staff External working relationships: • DfE Schools and DfE Corporate Staff • Officers in relevant Commonwealth and State Government agencies • IES stakeholders • Suppliers including print, design, multimedia, web and events	Essential: Nil Desirable: Relevant tertiary qualification in a related discipline.

Corporate responsibilities	Special conditions
Keep accurate and complete records	You may need a current driver's license and be willing to drive

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 including overseas 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: Tegan Palamaris, Advisor People and Culture	Tegan Palamaris	**Approved by**: Narelle Slivak Director, International Education	N Slivak
Date: October, 2026		**Date:** October, 2026	