

Position Description



Role title	Media and Communications Advisor	Last reviewed	October 2025
Division	Sales and Corporate Affairs	Team	Sales and Marketing
Reports to	Senior Media Advisor	Classification	ASO5
Direct reports	Nil		

Role Purpose

To provide media and communications advice and develop materials to support both external and internal communications across all channels, ensuring alignment with Renewal SA's priorities and objectives.

Key Accountabilities

- Generate compelling content, such as press releases, media statements, articles, video briefs, presentations, and corporate and social media posts across various communication mediums for diverse audiences and media platforms.
- Write in a variety of styles and formats for a broad range of audiences across different media platforms ensuring consistent, accurate and impactful messaging across channels.
- Proof-read materials to ensure spelling and grammar are correct, style rules are adhered to and amendments are incorporated.
- Develop and deliver internal communications content to keep staff informed about priorities, initiatives and events to support the implementation of strategic projects and corporate initiatives.
- Monitor media coverage, public sentiment and emerging issues, to identify trends, risks and opportunities to provide evidence-based insights to inform decision-making.
- Prepare speeches and speech notes for the Renewal SA executive and state government representatives.
- Work with the Renewal SA Insights team and other government agencies to ensure all data is accurate and up to date.
- Cultivate and nurture key media relationships to facilitate effective media outcomes and creative publicity opportunities across all channels.
- Support the maintenance and regular update of Renewal SA's intranet and other internal communication channels ensuring alignment with the organisation's brand and values.
- Other duties as required.

Key Relationships

Internal	
Who	Why
Manager	Receive guidance and instruction, seek clarification and advice, and report on progress against work plans.
Work Team	Participate in meetings, share information, and provide input on issues. Support team members and work collaboratively to contribute to achieving team outcomes.

Internal Stakeholders	Respond to queries, exchange information, and work collaboratively to resolve issues.
External	
Who	Why
Other Government Agencies	Establish networks and collaborative relationships across SA Government to share ideas and learnings and develop common responses to emerging issues.
External Stakeholders	Engage with relevant stakeholders to facilitate communication, provide expert advice, gather, and exchange relevant information.

Key Challenges

- Delivering diverse communications advisory and support services while managing tight deadlines and competing priorities.
- Collaborating with cross-functional teams and specialists to understand requirements, and delivering engaging, accessible communications for diverse audiences.
- Navigating evolving stakeholder expectations and aligning communications with broader government priorities and public sentiment.

Qualifications and Technical Requirements

- Tertiary qualifications in Public Relations, Communications, Marketing or a related field.

Special Conditions

- Out of hours work may be required.
- Inter/intrastate travel may be required.
- The incumbent must meet the WHS responsibilities and accountabilities as set out in the Renewal SA WHS Policy commensurate with their role. This includes ensuring that any work undertaken by or on the behalf of Renewal SA, is undertaken in accordance with the WHS Act 2012, Regulations, Codes of Practice, and internal Specifications.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997
- The role is deemed a 'Position of Trust' pursuant to the standards required in the Australian Government Protective Security Policy Framework
- A current satisfactory National Police Clearance is required and renewed as per Renewal SA's policy.

Key Capabilities

The [Renewal SA Capability Framework](#) integrates the Renewal SA Strategic Plan and the South Australian Public Sector Values to define the capabilities we need to operate effectively. Our Framework is led by four principles that are critical themes and considerations that ensure safety, personal leadership, best practice, and our communities are at the forefront as we apply our capabilities.

All the capabilities within the Renewal SA Capability Framework are relevant for all employees. The below outlined capabilities are specifically needed to successfully perform the role.

Capability Group	Capability	Level	Behaviours
Culture and Collaboration	Communicate effectively	Intermediate	• Use concise language to target messages and avoid overwhelming audiences. • Structure communications to deliver the purpose with impact, using facts or insights, as necessary. • Adjust communications according to the audience to find the right channels to maximise reach. • Understand and apply better ways to use inclusive language and communicate in the voice of Renewal SA
Strategy and Growth	Make an impact	Intermediate	• Undertake analysis of problems to ensure solutions address the issues identified for the stakeholders identified. • Support solutions through well documented research, modelling or other means that demonstrates they address the issues. • Articulate the secondary benefits of solutions including impacts to Renewal SA's communities or service delivery. • Promote environmental, sustainable and social considerations into solution development and benefits definitions
Innovation and Agility	Support creativity	Intermediate	• Engage in discussion and ideation with others to consider the merit of all ideas to find the best possible outcome. • Find opportunities in your work or your team to trial new ideas and concepts. • Trial new ways of generating ideas by researching and applying new ways of creative thinking. • Encourage team to identify and discuss ways to improve the processes and systems used.
Solutions Focused	Embrace digital and data	Intermediate	• Understand the tools and data at Renewal SA and find ways to improve processes through their use. • Confidently apply digital tools and enablers in your work to improve your outputs and ways of working. • Develop and apply data analysis and visualisations to create and present information and insights. • Understand the implications of digital activities to cybersecurity when evaluating solutions.

Delegate		Role occupant	
This position profile accurately outlines the expectations of the role.		☐	I have read and understood the role and expectations of me.
		☐	
Name		Name	
Title		Signature	
Signature			
Date	Click to enter a date.	Date	Click to enter a date.