

Position Description

Role title	Senior Media Advisor	Last reviewed	9/07/2024
Division	Sales and Corporate Affairs	Team	Communications and Stakeholder Engagement
Reports to	Media and Communications Lead	Classification	ASO7
Direct reports	Nil		

Role Purpose

Develop and deliver communications, public relations, and media strategies and plans, providing guidance and specialist, strategic advice on external media and communication to stakeholders. This is to ensure the success of marketing and communications plans while enhancing the organisation's brand and reputation.

Key Accountabilities

- Engage with the communications and marketing teams, senior managers, project teams and SMEs to identify and maintain a pipeline of positive media opportunities and develop media content.
- Develop, execute, and manage, time-sensitive media and communication strategies, including digital platform and social media to enhance online presence, engage target audiences and ensure critical messages are conveyed effectively.
- Generate compelling content, such as press releases, media statements, and articles, across various communication mediums for diverse audiences and media platforms maintaining consistent and impactful messaging across channels.
- Provide expert guidance to executives, senior leaders and project teams on maximising media opportunities, risk and issues management, and project communication.
- Monitor and report on media coverage, public sentiment, and emerging issues, to identify trends, risks, and opportunities and to provide evidence-based insights to inform decision-making.
- Liaise with Minister's office on media opportunities, risk and issues management, and project communication as required.
- Build and maintain relationships with relevant state and local government agencies and non-government bodies, industry and community stakeholders to inform messaging and timing of media communications.
- Anticipate and plan for potential media and public-relations issues and create and implement crisis communication strategies and risk management plans to protect Renewal SA's reputation and ensure transparent communication during crises.
- Cultivate and nurture key media relationships to facilitate effective media outcomes and creative publicity opportunities with local media influencers across digital platforms.
- Other duties as required.

Internal – Choose appropriate relationships	
Who	Why
Executive	Provide expert advice and support to respond to and deliver against strategic and business plans, agreed projects and new initiatives
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.
Vendors/Suppliers/Consultants	Manage contracts for quality, on-time service delivery, compliance, and performance targets.

Key Challenges

- Navigating and adapting to changing priorities, including shifting political landscapes, policy changes, and emerging issues, while aligning communication strategies with the organisation's evolving goals and objectives.
- Balancing the expectations of diverse stakeholders while maintaining transparency and ensuring resonant messaging across stakeholder groups.
- Managing crises and sensitive situations, while navigating complex issues with sensitivity and transparency to safeguard public trust and mitigate reputational risks for the organisation.

Qualifications and Technical Requirements

- Tertiary qualifications in Journalism, Public Relations, Communications, Marketing or a related discipline will be highly regarded.
- Demonstrated experience in planning, drafting, editing and proof-reading information to publication standard.

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	Accomplished	<ul style="list-style-type: none"> • Simplify and communicate complex and technical information into understandable and approachable messages. • Apply logic and reasoning throughout messages to achieve the objective of the communication and set clear expectations. • Understand the customs of the audience and tailor the mode of the communication as well as style and tone to suit. • Use language that demonstrates detailed understanding of Renewal SA organisation and terminology.
Strategy and Growth	Understand government priorities and context	Intermediate	<ul style="list-style-type: none"> • Understands the goals and priorities of the Minister and Renewal SA and support as needed when priorities change. • Actively stay up to date on the policies and legislative requirements and their application and impact to your role. • Be aware of SA government requirements for governance and apply knowledge in developing or managing forums. • Understand the roles and authorities across Renewal SA to efficiently direct decisions and escalations.
Strategy and Growth	Make an impact	Accomplished	<ul style="list-style-type: none"> • Comprehensively consider the issues facing multiple stakeholder groups when evaluating problems. • Review solutions and prioritise those that deliver the maximum weighted benefits, considering multiple interlinked problems. • Detailed understanding of the outcomes of solutions and courses of action, including the negative impacts or opportunities lost.

			<ul style="list-style-type: none"> • Create reporting and processes that define both the tangible and intangible impacts of Renewal SA’s strategies and operations.
Innovation and Agility	Support creativity	Accomplished	<ul style="list-style-type: none"> • Create and manage structured opportunities for others to present and discuss new ideas for Renewal SA. • Drive and support team members to experiment, within reasonable bounds, with new ideas and processes. • Facilitate idea creation and iteration with structured creative thinking approaches and concepts. • Promotes new ideas and employee-led changes to build awareness of successes across Renewal SA.
Solutions Focused	Prioritise and plan	Intermediate	<ul style="list-style-type: none"> • Demonstrate detailed understanding of the activities and actions required to achieve the objectives in planning activities. • Take part in the planning of team goal setting and contribute to identifying key work activities. • Develop schedules of the work activities, sequence and timeframes to achieve your role in the plan. • Proactively prepare updates to plans or scheduling where impacts to the work activities are forecast or expected.

Delegate		Role occupant	
This position profile accurately outlines the expectations of the role.	<input type="checkbox"/>	I have read and understood the role and expectations of me.	<input type="checkbox"/>
Name		Name	
Title		Signature	
Signature			
Date	Click to enter a date.	Date	Click to enter a date.