



SOUTH AUSTRALIA POLICE
SAFER COMMUNITIES

EXECUTIVE ROLE STATEMENT

JOB TITLE: Director, Media and Communications

CLASSIFICATION: SAES 1

AGENCY: SAPOL

DIVISION: Governance and Capability Service

REPORTS TO:

Assistant Commissioner, Governance and Capability Service

ROLES REPORTING TO THIS ROLE:

- Manager, Media and Marketing section

ORGANISATIONAL CONTEXT:

South Australia Police (SAPOL) provides a diverse range of services to the community. These services are aimed at producing a safe and peaceful environment by the minimisation of crime and disorder. It is a large, complex agency which, because of the nature of its operations, is constantly subject to public scrutiny and accountability. It provides services to a range of different locations (over 100) spread across the State on a 24 hours per day basis.

ORGANISATIONAL ENVIRONMENT:

The Media and Marketing Branch is responsible for delivering a centralised, coordinated approach to internal and external communications for SAPOL. The Branch comprises of the Media Unit, Media Road Safety Unit and the Marketing and Communication Unit.

- The Media Unit is responsible for supporting and progressing SAPOL's corporate media and social media strategies and providing leadership in media affairs to the Executive Leadership Team (ELT) and across the organisation.
- The Media Road Safety Unit provides multi-media, promotions and digital road safety messaging and campaigns.
- The Marketing and Communications Unit is responsible for internal and external communications covering the internet and intranet, branding and graphic design services, advertising campaigns, editorial services including Blueprint and the Police Gazette, and filming and production.

ROLE PURPOSE:

The Director, Media and Communications will provide leadership on South Australia Police (SAPOL) communications. They will develop strategic communications plans that raise the brand and profile of SAPOL, as well as lead internal communication, media relations and corporate communications activities for the Commissioner of Police. Using a best practice and evidence-based approach to communications, the Director, Media and Communications will oversee the delivery of communications support to SAPOL Executive and their respective services, as well as execute SAPOL content and social media strategies. The role will work collaboratively and in partnership with the Communication and Engagement Branch.

KEY OUTCOMES:

1. Establish strategic directions and actions for the SAPOL Executive and lead the management and implementation of media relations, content management, social media and corporate communications functions in support of SAPOL and whole of government objectives including reform initiatives.
2. Lead SAPOL's media management function, including provision of advice on sensitive and complex media matters to the Commissioner, Deputy Commissioner and Executive Leadership Team.
3. Oversee the SAPOL's internal communications function, ensuring consistent messaging to staff and using analytics to drive internal engagement.
4. Lead a collaborative and customer service-oriented communications business partnering function in support of all of SAPOL areas.
5. Develop partnerships with other government agencies through provision of strategic advice and leadership on key communication issues.
6. Lead the SAPOL content strategy, including establishing and maintaining a SAPOL website included SAPOL news and curation of online content to grow awareness and pride in the work of SAPOL.
7. Oversee SAPOL social media strategy and implementation that adopts a best practice approach to driving digital and social engagement with stakeholders and the community.
8. Drive implementation of SAPOL's communications strategy to increase awareness of activities and achievements across the organisation and fostering a sense of community confidence and reassurance relative to SAPOL's core functions.
9. Coordinate communications program of activity for the SAPOL Executive, including but not limited to speaking engagements, media relations, social media, and internal communications.
10. Identify and successfully manage strategic risks through effective mitigation and prevention via effective communication strategies.
11. Implement a customer service ethos for SAPOL that focuses on the delivery of quality, timely and a responsive service.
12. Drive timely analysis of media issues or potential media issues and their impact on SAPOL's corporate image and brand.
13. Provision of strategic expert advice relating to responding to the media and public in relation to specific issues.
14. Analysing past and anticipated media issues against previous media strategies to determine any future changes necessary, to improve those strategies and the most appropriate strategic alternative.
15. Analyse and implement legislative and government policy requirements and evaluating compliance outcomes.

<p>KEY RELATIONSHIPS/INTERACTIONS:</p> <ul style="list-style-type: none"> • Assistant Commissioner, Governance and Capability Service – direct manager • SAPOL Commissioner of Police, Deputy Commissioner of Police and members of SAPOL Executive Leadership Team • Minister for Police and Media Advisor • Communication and Engagement Branch • SAPOL senior managers • Senior communications staff across government • External media organisations and key journalists • Government Communications Advisory Committee (GCAC) 	<p>SPECIAL CONDITIONS:</p> <ul style="list-style-type: none"> • Out of Hours work is required. • Inter and Intra-state travel may be required. • Employment is dependent upon satisfactory security clearance. Information on a person’s criminal history and other associated probity checks will be undertaken prior to appointment. • Abide by the professional conduct standards in the <i>Code of Ethics for the South Australian Public Sector</i>, relevant legislation and SAPOL policies and procedures.
<p>KEY BUDGETARY RESPONSIBILITIES:</p> <p>As per General Order 8185, Business management, Financial management, Financial authorisations.</p>	
<p>TECHNICAL KNOWLEDGE AND EXPERIENCE:</p> <ul style="list-style-type: none"> • Tertiary qualifications (degree or higher) in journalism, public relations, communications or related discipline. • Sound knowledge of the media environment in which SAPOL operates. • Sound knowledge of the media industry as it applies to South Australia, nationally and internationally. • Minimum five years’ experience in leading comprehensive strategic communications programs for an organisation. • Proven ability to develop and maintain strong and meaningful strategic networks to negotiate and influence. • Minimum five years’ experience in leading diverse teams in a complex environment. 	<p>CORPORATE RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Maintain a commitment to the <i>Public Sector Act 2009</i>, Ethical Conduct • Support and advocate for Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. In particular, maintain a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other under-represented groups. • Actively participate in the SAPOL’s Performance Management Program and achieve performance targets that are negotiated and mutually agreed with by the Commissioner of Police. For Executive staff, this program is integrated with the Executive Leadership Competency Framework for the SA Public Sector.

- Experience in policy/strategy development and implementation.
- Experience in identifying and managing strategic risk through effective mitigation and prevention.
- Proven ability to identify strategic goals and provide direction and influential leadership to others to achieve outcomes in line with organisational objectives.
- Knowledge of the Freedom of Information Act, Information Privacy Principles, legislation and policies.
- Knowledge of the principles of equity and diversity requirements.
- Demonstrated (descriptor) knowledge and commitment to WH&S legislation, principles and practises; and risk assessment in accordance with the WH&S Act (2012), Regulation, approved codes of practice and AS/NZS ISO 31000:2009 Risk Management – Principles and Guidelines.

DESIRABLE TECHNICAL KNOWLEDGE / EXPERTISE

- Experience in the management of web based media sites
- Proven experience in providing high-level media analysis
- Experience in dealing with all levels of staff across a large agency or organisation
- Post tertiary qualifications

- Actively support SAPOL’s participation in the White Ribbon, Disability and Reconciliation Agendas.
- Representing the agency on internal and external committees and providing advice to the Executive Leadership Team as required.

SAESSELECTIONCRITERIA CORE COMPETENCIES

Executives are required to demonstrate the behaviours under each of the five core competencies as outlined in the South Australian Executive Service (SAES) Competency Framework available at www.sa.gov.au

The five core competencies that sit within the SAES Executive Framework are:

- Shapes Strategic Thinking and Change
- Achieves Results
- Drives Business Excellence
- Forges Relationships and Engages Others
- Exemplifies Personal Drive and Professionalism

ROLE STATEMENT APPROVAL:

Date Classified: November 2023

Date Endorsed: November 2023

Date Reviewed:

LEAD CONSULTANTS...

Confidential telephone enquiries are welcome on (+618) 8212 0999:



NICK STILLWELL
General Manager

ALL ENQUIRIES AND APPLICATIONS ARE TREATED WITH THE STRICTEST LEVEL OF PRIVACY AND CONFIDENTIALITY.

HOW TO APPLY...

Please visit <https://www.stillwellmanagement.com.au/jobs> and select 'Director, Media and Communications' to view the full advertisement. Click 'Apply Online' and

complete the online form (paying special attention to questions marked with an asterisk), and attach:

- your current CV/resume, and
 - your CV should include details of your full employment history as well as a detailed synopsis of your key responsibilities and achievements of the positions you have held over the last 10-15 years, or as relevant to the role you are applying for
- a one-to-two-page Cover Letter addressed to the Consultant(s) listed above, highlighting your ability to demonstrate the skills and attributes required of the successful appointee

Immediately you will receive a receipt of your application and we ask that you verify your email address per the link in the email to ensure we are able to communicate with you using your correct details. If you do not receive this email, please check your junk inbox.