SACE BOARD
SOUTH AUSTRALIA

Government of South Australia

Role Description

Role Title: Digital Communications Coordinator Class: ASO6	**Group:** Change, Communications and Partnerships
Reports to: Team Leader, Strategic Communications and Digital	**Direct Reports:** Nil

Role Purpose

The Digital Communications Coordinator is accountable to the Team Leader, Strategic Communications and Digital for providing strategic advice and managing the SACE Board's digital presence to support effective communication with stakeholders and the achievement of the SACE Board's Strategic Plan

Key Result Areas

1. Coordinating the ongoing management and development of the SACE Board's digital communications channels including website, e-comms, social media
2. Developing and executing digital communications strategies, creating/coordinating engaging content
3. In partnership with Web Administrator, oversee management and maintenance of SACE Board websites
4. Tracking digital analytics, and reporting on performance to achieve goals
5. Provide advice and analysis on emerging platforms and technologies
6. Research, recognise and pursue opportunities for the SACE Board to use digital technologies to achieve communications and organisational objectives
7. Contributing to the shared work of the SACE Board in collaboration with all organisational working groups and teams
8. Actively engage as a member of a high performing team in building and leading a customer focused and positive workplace culture to deliver the SACE Board's strategic plan and priorities.
9. Develop and embed strong strategic working relationships and cross-functional collaboration with stakeholders to position the agency as a leader in education enabling students to thrive.
10. Actively lead agile and innovative practices to drive continuous improvement in agency processes and systems to ensure they align with business needs.
11. Apply a holistic approach to embedding change through open and regular dialogue with internal and external stakeholders to deliver great service, embrace opportunities and address barriers and achieve the SACE Board's aspirational vision of leading educational change and student transformation.
12. Contributing to the development of the Communications team's strategies and workgroup plans, and monitoring projects to deliver timely outcomes

Qualifications

- Appropriate tertiary qualification in communications, digital marketing, multimedia or other relevant disciplines (or equivalent experience) is desirable

Corporate Responsibilities

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Undertake duties in accordance with the SACE Board delegations, and SACE Board and Government policies, procedures and legislative obligations.
- Sound knowledge and understanding of policies and principles relating to equal employment opportunity and work health and safety

Special Conditions

- Intrastate travel to regional and remote locations / interstate travel may be required
- Annual performance agreement for the achievement of specific service or program outcomes
- A current driver's licence is desirable
- Some out-of-hours work
- The incumbent works under the *SACE Board of South Australia Act 1983*
- An intense time of activity occurs between October and January. Planned leave may not be possible during this period
- Appointment is subject to a satisfactory working with children check obtained through the Department of Human Services to be renewed every 5 years before expiry

Technical Capabilities

Essential

- Significant experience in strategic management of digital platforms, websites, social media, electronic newsletters or similar online media
- Demonstrated high-level verbal and written communication skills
- Ability to develop and maintain strong working relationships with key internal and external stakeholders
- Demonstrated ability to determine priorities, meet tight deadlines and produce high standard work under pressure
- Knowledge of current digital best practices
- Ability to use web applications and technology such as Content Management Systems and other publishing platforms, and the ability to quickly learn new applications
- Demonstrated ability to plan strategically and work effectively, both independently and within teams, to achieve agreed outcomes
- Solution-oriented mindset and proven ability to address challenges and solve problems that require a high level of critical thinking, creativity and resourcefulness
- Ability to use Microsoft suite of software, virtual meeting and collaboration tools

Desirable

- Knowledge of guidelines relating to government websites, accessibility and other web standards
- Ability to use digital creation and editing software and tools
- An understanding of the role of the SACE Board of South Australia as a statutory authority, including knowledge of the legislation, Government of South Australia communication protocols, Strategic Plan priorities for the organisation, and the Board and committee structures

SACE Board Capability Framework ("The Framework")

The SACE Board Capability Framework spans across five (5) levels:

Foundation	Intermediate	Advanced	Expert	Architect
(ASO1-2)	(ASO3-5)	(ASO6-7)	(ASO8-MAS3)	(Executive)

This role is at an Advanced level within the Framework. Candidates should refer to Attachment One (1) regarding capabilities and behavioural indicators required for this level.