

---

**South Australia Police**  
**POSITION INFORMATION DOCUMENT**

---

Stream : Administrative Services  
Career Group : Consultancy and Information  
Classification : ASO-8  
Service : Commissioners  
Division/Branch : Corporate Communication  
Position Title : Manager, Communication Programs Section

---

### **LEVEL CHARACTERISTICS**

---

The position has been classified at the Administrative Services level (8\*) by virtue of the requirement to:

- provide leadership within South Australia Police on strategic communication and internal and external information distribution
  - provide management, leadership and direction to Communication Programs Section
  - provide a high level of policy and consultancy advise to executive and senior management.
  - work under broad guidelines while responsible and accountable for major Departmental functions.
  - initiate, plan, implement, co-ordinate and deliver significant communication programs to the organisation.
  - undertake duties of a sensitive, innovative, critical or complex nature and/or provide a consultancy service to a wide range of clients within and/or across SAPOL.
  - be responsible for major and/or complex programs at a State wide level which are of critical importance to the agency
  - possess extensive discipline knowledge, expertise and experience to determine goals and priorities within the framework of the corporate objectives of the agency.
- 

### **POSITION SUMMARY**

---

The Manager, Communication Programs Section reports to the Officer in Charge, Corporate Communication Branch and is responsible for the development and implementation of innovative and effective corporate communication policies, strategies and programs in support of South Australia Police (SAPOL) Future Directions Strategy and operations. The incumbent will manage those programs, processes and practices including co-ordinating their implementation to internal and external environments. He/she is accountable for a quality and timely client service and the management of staff who anticipate and respond to communication and program needs.

The position will manage communication to government, the community and SAPOL employees through the effective development and implementation of internal and external communication and marketing strategies. The duties include responsibility for the coordination and management of allocated major and corporate events, public affairs, publishing, internet/intranet content

G:\MSB\JOBSPECS\Executive Support\Corporate Communications\Manager, Corporate Communications ASO-8.doc

management, multi-media functionality, communication projects and programs. The position is also responsible for the overall management and review of SAPOLs Brand and associated matters.

---

## **POSITION CHARACTERISTICS**

---

The South Australia Police provides a diverse range of services to the community. These services are aimed at producing a safe and peaceful environment where crime and disorder are reduced and communities are reassured. It is a large, complex organisation 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 hour a day basis.

The Corporate Communication Branch is one of the key areas that reports direct to the Commissioner of Police.

The Corporate Communication Branch deals with issues which are of significance to the organisation as a whole. These issues include media management on behalf of SAPOL between the service and local, interstate and international media organisations.

The Manager Communication Programs Section is responsible for the establishment and maintenance of mutual understanding and goodwill between the organisation and other groups. He/she will serve as an intelligence function, analysing and interpreting trends and issues, which may have potential consequences for the organisation and stakeholders.

The Manager, Communication Programs Section, is responsible for managing and leading the staff of the Section and must provide direction and advice to them on work priority, approach, methodologies, style and context. The Branch is staffed by both Police Officers and Public Servants. Including staff seconded on a project basis.

---

## **ORGANISATION**

---

Supervisor Reports to:	Commissioner of Police
Supervisor's Position:	Officer in Charge, Corporate Communications
Subject Position:	Manager, Communication Programs Section
Reporting to Position:	

---

## **STATISTICS RELEVANT TO THE POSITION**

---

**South Australia Police**  
**JOB AND PERSON SPECIFICATION**

**Title of Position** : Manager, Communication Programs Section  
**Classification Code** : ASO-8  
**Position Number** :  
**Type of Appointment** :  
**Service** : Commissioners  
**Branch** : Corporate Communications

**Job & Person Specification Approval**  
(for all positions excluding senior positions)

..... / /

**Commissioner of Police or Delegate**

P.C.O. Reference Number .....

**JOB SPECIFICATION**

**1. Summary of the broad purpose of the position, and its responsibilities / duties.**

The Manager, Communication Programs Section, is accountable for the identification, development and implementation of innovative and effective corporate communication policies, strategies and programs in support of South Australia Police (SAPOL) Future Directions Strategy and operations to ensure SAPOL maintains a professional image. The duties will include the preparation of promotional publications, special promotions and events and displays which result in an increased positive awareness of the role and functions of the South Australia Police. He/she is also accountable for initiating, developing and managing internal corporate awareness programs using either existing or developing innovative communication mediums and for developing sponsorship programs that provide funding opportunities in support of educational, promotional campaigns relating to crime reduction and enhanced community awareness. The incumbent is also responsible for the overall management and review of SAPOLs Brand and associated matters.

The incumbent is responsible for the coordination and management of Major and Corporate Events, Public Affairs, Publishing, Multi-Media, Project coordination and Management, and On-Line Publishing and Intranet/Internet content.

He/she, is responsible for managing and leading Section staff and must provide direction and advice to them on work priority, approach, methodologies, style and context.

**2. Reporting / working relationships**

(to whom the person reports, staff for whom the person is responsible and other significant connections and working relationships within the organisation)

Reports to the Officer in Charge, Corporate Communication Branch and has direct liaison with the Commissioner, Deputy Commissioner and other Senior Executive Group members regarding corporate public relations matters, both internal and external. Has a strong working relationship with the Commissioners Media Adviser and the Officer in Charge of Media Section.

**3. Special Conditions**

(Such as non-metropolitan location, travel requirements, frequent overtime)

Frequent out of hours work and some interstate and intrastate travel may be required.

---

**4. Statement of Key Outcomes and Associated activities**

(Group into major areas of responsibility and list in descending order of importance)

---

4.1 Contribute to effective internal and external corporate communications by :

- Ø providing strong management leadership and direction to the Communication Programs Section staff to ensure the provision of a professional and integrated communication service
- Ø provide a high degree of awareness and understanding of SAPOL programs policies and initiatives, within SAPOL, across other Government agencies and amongst the general public.
- Ø provide an integrated/multi functional structure facilitating Corporate communication at the highest level.
- Ø provide a comprehensive integrated communication regime supporting SAPOL's strategic direction, and consistent with the requirements of the Government Strategic Communications Unit.
- Ø provide a high level of strategic communication and associated tactical advice to the Executive and Senior management of SAPOL.
- Ø ensuring effective procedures and practices are in place and appropriate forums established to support SAPOL Executive in responding in an effective, consistent and timely manner to a wide range of issues affecting/involving SAPOL.
- Ø ensuring emerging public affairs issues affecting relations between SAPOL and the community are identified and addressed in a timely and efficient manner.
- Ø enhancing the image of SAPOL through the identification, development and implementation of relevant communication, public relations, internet, intranet promotional strategies and overall management and review of SAPOLs Branch and associated matters
- Ø managing, researching, evaluating and where appropriate, co-ordinating all public relations, marketing and communications projects
- Ø managing film and television liaison for SAPOL, including management of requirements under South Australian Film Corporations Act
- Ø managing production, graphic design and desktop publishing of Blueprint, Police Gazette, promotional material and other key publications.

4.2 Contribute to the effective communication process through ongoing liaison with representatives of other key internal areas having a focus on marketing.

4.3 Ensure the advancement of equity and diversity management and the increased commitment to sound occupational health and safety management within SAPOL by modelling appropriate attitudes and practices and demonstrating commitment to professional practices; and participating in a range of working parties and teams.

-----  
Certified correct by OIC/Branch Head : ..... / /

Acknowledged by Current Occupant : ..... / /

Name of Current Occupant : .....



---

---

## **PERSON SPECIFICATION**

---

### ***Essential Minimum Requirements***

(Those characteristics considered absolutely necessary.)

---

### **Educational / Vocational Qualifications**

(Include only those listed in Commissioner's Standard 2 as an essential qualification for a specified group.)

---

### **Personal Abilities/Aptitudes/Skills**

(Related to the job description, and expressed in a way which allows objective assessment.)

---

Proven ability in event management public relations and marketing at a senior level with demonstrated success in the fields of corporate communication, public relations, marketing and sponsorship

Leadership and management background with proven ability to lead a team of professionals and provide required outcomes.

Proven ability in issues management and developing and implementing effective corporate strategies

Proven ability in the management, analysis and benchmark of finance and administrative functions

A proven record of effective development and implementation of communication policy and in providing sound strategic advice at a senior level.

Significant level of interpersonal, negotiation and influencing skills and proven ability to communicate both verbally and in writing at Ministerial, Executive and senior management level and to a wide range of other stakeholders.

Sound conceptual, analytical and problem solving skills.

Proven ability to manage conflict, negotiate positive outcomes and achieve high quality results within tight/demanding timeframes.

Possess a high level of personal integrity and credibility and maintain confidentiality.

Demonstrated ability to contribute to the maintenance of a harmonious, safe and healthy workplace, free of harassment, unlawful discrimination and bullying and where diversity is valued.

---

### **Experience**

(Including Community Experience)

---

Proven experience at a senior level in the management and leadership of a corporate communication function and in contributing to strategic communication processes and public relations strategies.

Extensive experience in media and public relations, communication, network building and promotions at a senior level.

---

---

**Knowledge**

---

Highly developed knowledge of contemporary corporate communication strategies and technologies and an understanding of their application in a public service environment.

Sound knowledge and understanding of anti-discrimination principles and cultural difference, particularly as this relates to marketing, promotion and communication within the local community.

Knowledge of the principles of equity and diversity requirements.

Demonstrated comprehensive knowledge and commitment to OHS&W legislation, principles and practices; and risk assessment in accordance with the OHS&W Act (1986), Regulations & AS/NZS 4360 Standard.

---

**Desirable Characteristics**

(To distinguish between applicants who have met all essential requirements)

---

**Personal Abilities/Aptitudes/Skills**

---

---

**Experience**

---

Experience in Media Affairs.

---

**Knowledge**

---

Knowledge of policing and community safety agencies and their role and functions.

---

**Educational / Vocational Qualifications**

(Considered to be useful in carrying out the responsibilities of the position)

Tertiary qualifications in management, marketing, media, communication or public affairs, or related discipline

---