

JOB AND PERSON SPECIFICATIONS

Position Title:	Social Media Officer
Position No:	TBA
Classification Level:	AS05
Type of Appointment:	Temporary term up to 18 December 2026
Branch:	Communications and Engagement
Date Updated:	June 2025

JOB SPECIFICATION

ROLE SUMMARY

The Social Media Officer is a temporary role responsible for project managing social media opportunities for the 2026 State Election, First Nations Voice to Parliament Election and the Local Council Elections. This will include the development of a comprehensive social media strategy, preparing and implementing engaging content that resonates with electors, managing and responding to social media inquiries and comments promptly, and proactively tackling the spread of false information online.

The Social Media Officer reports to the Manager Communications and Engagement and will work closely with members of the Communications and Engagement team and collaborate across all teams at ECSA.

KEY RESPONSIBILITIES

- Develop a comprehensive social media strategy for elections, focusing on engaging key audiences across various social media platforms.
- Developing digital content and messaging in accordance with established standards and contemporary best practices to optimise communication outcomes and target relevant audiences. This involves creating and editing digital communications products, such as videos, photography, social media assets, and other graphic design products to enhance organisational messaging.
- Assisting with marketing projects and digital communications strategies as required.
- Producing, filming, and editing video content within short turnaround times.
- Assisting with the production of graphics for digital collateral, hard copy collateral, publications, and videos.
- Producing digital communications products that are engaging, relevant, and meaningful to ECSA audiences.
- Managing and responding to social media enquiries and comments in a timely manner.

- Gathering data and insights for continuous improvement, reporting, and analysis of ECSA's digital communications channels.
- Building and maintaining working relationships with a range of stakeholders, including specialist external service providers.
- Participate and contribute to other projects, tasks and activities as required.
- Represent ECSA on relevant committees and working parties as required.

AGENCY RESPONSIBILITIES

- Contribute to effective election management and the provision of best practice electoral services by investigating opportunities to enhance operations and assuming responsibility for specific state and local government electoral projects and agency projects.
- Demonstrate appropriate and professional workplace behaviours that are in-line with the Code of Ethics for the South Australian Public Sector.
- Maintain a commitment to EEO, Diversity and Ethical Conduct according to the principles of the Public Sector Act 2009.
- Contribute to a safe and healthy work environment by taking reasonable care to protect your own and others' health and safety at work by having a knowledge of, and complying with, legislation and ECSA policies and procedures related to the Work Health and Safety Act 2012 (SA).
- Utilise resources and information in a responsible and accountable manner and comply with all Public Sector and ECSA financial, procurement, IT and HR policies and procedures.
- Actively participate in ECSA's Performance Management and Development Program.
- Uphold the values of ECSA as reflected in the Strategic Plan.
- Adhere to quality service standards to ensure objectives of ECSA's Customer Service Charter are fulfilled.
- Keep accurate and complete records of business activities in accordance with the State Records Act 1997.

You may be lawfully directed to perform any duties that a person with your qualifications, skills and abilities would reasonably be expected to perform.

SPECIAL CONDITIONS

- In order not to compromise the strict neutrality of the Commission, no person who is active in political affairs or intends to carry on this activity may be an employee.
- Employment is dependent upon a National Police Certificate clearance that the Commission finds satisfactory.
- Extensive out of normal working hours duty may be required during the period of an election.
- ECSA staff will be required to work collaboratively with both internal and external staff, contractors, and service providers to ensure smooth operations of ECSA functions, in particular during election events.
- Some interstate and intrastate travel may be required.

PERSON SPECIFICATION

ESSENTIAL REQUIREMENTS

Qualifications

- A relevant tertiary qualification in communications or marketing.

Personal Abilities, Aptitudes, Skills

- Demonstrated ability to successfully manage multiple concurrent work programs, dealing with competing priorities, multiple stakeholders, unplanned change and meeting immutable deadlines.
- Demonstrated ability to work independently, as well as collaboratively as a member of a team, under broad direction, to determine priorities, organise workloads, and manage high volumes of quality work within tight timeframes.
- Demonstrated ability to select and apply interpersonal skills to negotiate and liaise effectively, and communicate courteously, professionally and accurately with people from diverse backgrounds.
- Proven ability to work collaboratively in a team environment, contribute to and encourage a culture of teamwork.
- High level verbal and written communication skills with strong editing and proof-reading skills.
- Demonstrated ability to prepare effective and engaging communications for a variety of audiences

Experience

- Proven ability to create and deliver content and messaging across various social media platforms, effectively targeting key audiences.
- Experience working in communications, marketing, public relations, media relations or a related field.
- Experience in shooting and editing video for the web.

- Proven experience in developing content and implementing social media strategies, including managing and moderating social media channels.
- Demonstrated experience and proficiency in the Adobe Creative Suite.

Knowledge

- Demonstrated knowledge of the principles of effective communications and marketing, including a strong understanding of audience-focussed strategies.

DESIRABLE CHARACTERISTICS

Qualifications

- None specified.

Personal Abilities, Aptitudes, Skills

- Proven skills in social media, graphic design and/or website content management system.

Experience

- None specified

Knowledge

- Working knowledge of state, local government and federal electoral systems and associated processes, practices and requirements.

Reviewed and approved by Deputy Electoral Commissioner:			
Accepted by Employee:			/ /

Name

Signature

Date