

## ROLE DESCRIPTION

**ROLE TITLE:** Advertising Campaign Lead

**CLASSIFICATION:** AS07

**ROLE NUMBER:** P62489

**AGENCY:** [Department of the Premier and Cabinet](#)

**DIVISION:** Office of the Chief Operating Officer

**BUSINESS UNIT:** Government Advertising and Insights Hub

**REPORTS TO:** *Advertising Program Manager*

**ROLES REPORTING TO THIS ROLE:**

Nil

**BUDGET:**

### ROLE PURPOSE:

The Government Advertising and Insights Hub (the Hub) delivers a centralised brand advertising service for the Government of South Australia to better inform citizens about important issues that affect their lives. The Advertising Campaign Lead is responsible to the Advertising Program Manager for the overall delivery of advertising campaigns for agencies in line with the Government Advertising Plan. The role has a focus on building effective internal and external relationships to ensure strategic alignment and overseeing daily operations to ensure the successful delivery of each campaign.

### KEY OUTCOMES OF ROLE:

1. Manages the end-to-end delivery of advertising campaigns, under the direction of the Advertising Program Manager and working with the campaign team, ensuring all aspects of the project align with the brief for each campaign.
2. Briefs creative and media agency vendors, ensuring that the campaign's goals, timelines, and expectations are communicated clearly and that all deliverables are understood.
3. Oversees the daily execution of the campaign, working under the direction of the Advertising Program Manager and with the campaign team, providing operational advice, tracking deliverables, ensuring deadlines are met, and resolving any issues that arise during the process.
4. Keeps internal and external stakeholders informed about the progress of the campaign, providing regular updates, fact checking, addressing any concerns or adjustments needed, flagging any risks or delays, and escalating any issues to the Advertising Program Manager.
5. Ensures that the campaign stays within budget, tracking expenses and making sure resources are allocated efficiently to prevent overspending.
6. Manages daily operations and outcomes of each campaign, ensuring objectives are met efficiently while actively evaluating performance and identifying opportunities for improvement.
7. Provides guidance and leadership to the campaign team ensuring that their tasks align with the overarching campaign objectives and executed within established deadlines.

### KEY RELATIONSHIPS / INTERACTIONS:

- Reports to the Advertising Program Manager
- Works under the project direction of the Advertising Program Manager
- Works closely with Campaign project teams
- Collaborates with other Hub team members
- Liaises with external vendors and agencies

**SPECIAL CONDITIONS:**

- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires (please select those relevant for the role):
  - National Police Check (required for all roles)
  - Working with Children Check
  - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department’s Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.
- Some work outside of normal working hours may be required.

**KEY SELECTION CRITERIA:**

- Experience in advertising in a project or leadership role managing campaigns of a complex nature, preferably in a government setting.
- Proven experience in overseeing the management and delivery of advertising campaigns, ensuring alignment with strategic objectives, timelines, and budget constraints.
- Strong skills in briefing, managing, and negotiating with external vendors to ensure campaign deliverables meet expectations. Excellent stakeholder management skills with a proven ability to work effectively across multiple teams.
- Experience managing campaign budgets, ensuring costs are controlled and campaigns are delivered within financial guidelines.
- Demonstrated leadership ability, with experience leading project teams, deployment of resources, and providing guidance to project team members.
- Ability to think strategically, provide creative solutions to challenges, and ensure campaigns are executed effectively while maintaining alignment with broader organisational goals.
- Exceptional communication skills, with the ability to articulate complex information clearly and to manage relationships with internal stakeholders and external vendors.
- Understanding of the specific requirements and regulations governing advertising and marketing activities within the public sector, including procurement and compliance protocols.
- Tertiary qualifications in marketing, advertising, communications, or a related field, or demonstrated equivalent experience is required.

**PURPOSE**

- Making a difference so South Australia thrives

**VISION**

- The Heart of government

**DPC VALUES**

- Curious
- Courageous
- Connected

**SOUTH AUSTRALIAN PUBLIC SECTOR VALUES**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>▪ Trust</li> <li>▪ Service</li> <li>▪ Professionalism</li> <li>▪ Respect</li> </ul> | <ul style="list-style-type: none"> <li>▪ Collaboration and Engagement</li> <li>▪ Honesty and Integrity</li> <li>▪ Courage and Tenacity</li> <li>▪ Sustainability</li> </ul> |
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**CORPORATE RESPONSIBILITIES**

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

## CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

### Develops Strategic Thinking

- Demonstrates big-picture thinking to develop and maintain strategic direction
- Inspires and influences others towards achieving organisational goals and business objectives
- Develops and oversees the implementation of change initiatives in a sometimes uncertain environment
- Anticipates and identifies problem areas. Rapidly defines, objectively analyses and solves highly complex ambiguous problems
- Understands the organisations objectives and links between the business unit, the organisation, the whole of government policy agenda and public service values

### Achieves Results

- Builds a high performing team that makes effective use of individual/team capabilities & drives effective outcomes
- Looks outside of organisational silos to identify resources and uses evidence, knowledge and experience to deliver the best results
- Adheres to, interprets and explains Public Sector legislation, regulations and policies and manages compliance across all areas of the Business Unit
- Manages own & others project performance & takes action to improve the delivery of quality outcomes
- Values specialist expertise and creates an environment conducive to the sharing and effective utilisation of professional knowledge and skills

### Drives Business Excellence

- Continually searches for and champions new and innovative ways to add value linked to organisational outcomes. Embraces change
- References and utilises market trends, developments and economic/legislative changes to meet current and future organisational needs
- Inspires ongoing learning. Sets clear performance standards and gives timely recognition for good performance. Manages under performance promptly
- Proactively drives outstanding customer service through understanding needs
- Manages expenditure & oversees procurement, ensures security of systems, deploys resources appropriately

### Generates Genuine Partnerships

- Establishes credibility and negotiates persuasively. Offers a convincing rationale which has been carefully positioned against organisational outcomes
- Uses appropriate strategies to prevent, manage and resolve conflicts and disagreements promptly
- Facilitates a collaborative approach and promotes a positive environment to share information, encourage ideas and stimulate open discussion
- Demonstrates and models the values in creating partnerships across the business, and developing effective networking opportunities
- Confidently presents complex information in a clear & articulate manner tailored to meet the needs of the audience

### Role Models Personal Drive and Professionalism

- Maintains the highest level of integrity to embed ethical practice and organisation's values into the culture
- Raises and challenges important issues constructively and stands by own position when challenged. Accepts accountability for mistakes and ensures corrective action is taken
- Persists and focuses on achieving objectives through pressure, responding positively & in a controlled manner
- Demonstrates a high level of self awareness and can identify areas in which own capabilities complement others. Strives for continual learning
- Promotes & develops an inclusive workplace culture that values & respects diversity and individual differences
- Advocates and drives standards for the safety and wellbeing of self and others