

Role Statement

Communications Officer

Classification Level:	ASO5	Agency:	Office for Recreation, Sport and Racing
Position Number:	P70180	Division:	Strategy and Investment
Direct Reports:	0	Business Unit:	Business Operations
ANZSCO Code:	225311	Reports to:	Senior Communications Adviser
Date Updated:	Sep 2026	Location:	Mile End

Organisation Overview

The Office for Recreation, Sport and Racing (ORSR) is the lead agency for the Government's policy on sport and active recreation. ORSR is responsible for State Government policy and legislation as it relates to the sector, its key programs, sport and recreation infrastructure and funding programs. The ORSR supports sport and recreation organisations, councils and the community through the development of policy, programs and resources, the provision of funding, recreation and sport planning, infrastructure development, elite sport pathways and programs, and the promotion of physical activity.

Division

The Strategy and Investment Division plays a central role in strengthening ORSR's performance, reputation and strategic direction. Through its communications function, it enhances the organisation's profile and public presence, while its business operations team leads day to day corporate services. The division also oversees governance and serves as the key liaison with the host department and broader government. Informed by market intelligence, research and evaluation, it generates industry insights that shape strategy and improve sector outcomes. The division administers the Sports Vouchers Plus program and manages the assessment and allocation of grants across one off, term and ongoing programs that support industry priorities. It also leads commercial and partnership opportunities that leverage ORSR's assets to drive sustainable revenue and maximise value.

Role Overview

The Communications Officer is responsible for coordinating, developing and maintaining internal and external corporate communications for the Agency, ensuring all content is professional, consistent and aligned with the organisation's corporate brands and communications strategies. The role delivers a broad range of communications activities, including managing and updating websites and the intranet, producing social media content, delivering email marketing campaigns, preparing promotional materials and digital content, and



drafting media releases. Working collaboratively within the communications team, the role supports key business areas - including commercial partnerships, infrastructure projects and venues, and the South Australian Sports Institute - through the development and implementation of communications plans and targeted content. Success in this role is measured by the ability to enhance the profile of the Agency and its facilities, support commercial outcomes and ensure key messages are delivered effectively to the right audiences.

Key Outcomes of the Role

- Develop and deliver high quality communications materials for internal and external audiences across multiple platforms.
- Produce professional, consistent and engaging written content aligned with the Agency's strategies and corporate style guides.
- Provide strategic communications advice to business units, project leads and partners on messaging, branding, channel selection and communications planning to maximise reach and impact.
- Contribute to the success of commercial partnerships by delivering communications that enhance partner visibility, meet sponsorship obligations and strengthen stakeholder relationships.
- Capture, source and edit high quality video and photographic content to support digital and promotional activities.
- Provide specialist website support, including development, monitoring, upgrades and maintenance of the Agency's various internet and intranet sites and related applications.
- Ensure digital content remains current, accurate, accessible and user focused.
- Develop, schedule and manage content across the Agency's social media channels.
- Monitor and moderate social media accounts, responding appropriately to comments, enquiries and emerging issues.
- Proactively identify and coordinate media opportunities to promote ORSR initiatives and outcomes.
- Produce targeted email marketing campaigns and maintain accurate and up to date distribution lists.

Special Conditions and Essential Requirements

- This role has been classified as a position of trust, and a 'prescribed position' under the *Child Safety (Prohibited Persons) Act 2016*. The incumbent is subject to a satisfactory Department of Human Services Working With Children Check (WWCC) in line with departmental criminal history screening policies and procedures.
- Some work outside normal hours will be required.

Qualifications / Licences

Essential

Tertiary qualification in communications, marketing, journalism, public relations or experience in a similar role.



Person Capabilities

- Demonstrated ability to operate under limited direction, working both autonomously and collaboratively within a team environment; applying sound judgement and initiative to prioritise tasks, manage high-volume workloads and respond proactively and flexibly to organisational change.
- Proven written and verbal communications skills including planning, structuring, writing and editing communication collateral that supports the intended purpose.
- Demonstrated ability to develop and execute communication plans that raise awareness, change behaviours, and drive engagement among diverse audiences.
- Practical understanding of accessibility principles for digital communications.
- Demonstrated experience with the development and coordination of digital content for social media and website design.
- Proven abilities in advising, liaising, consulting, negotiating and working with a range of stakeholders.
- Sound project and time management skills and the ability to successfully manage work pressures and competing deadlines.
- Proven ability to develop and maintain working relationships with media.

Corporate Responsibilities

Exhibits behaviours and demonstrates commitment and accountability to:

- 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, Ethical Conduct and the legislative requirements of the Public Sector Act 2009 and Work Health and Safety Act 2012.
- Supporting and advocating Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. In particular, maintaining a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other under represented groups.

Delegate Approval

Name

Signature

Date: / /

.....

