

# Position Description

<b>POSITIONS DETAILS</b>		<b>Senior Communications Officer</b>
LOCATION:	Ceduna, Port Lincoln, Whyalla, Yalata, Oak Valley or Adelaide	
DEPARTMENT:	SAWCAN Business Services	
REPORTS TO:	Communications Manager, SAWCAN	
DIRECT REPORTS:	Nil	
DATE UPDATED:	December 2025	
HOURS OF WORK:	Full-time – 37.5 hours per week	
AWARD CLASSIFICATION:	Health Professionals and Support Services Award 2020 Support Services Level 8 – Pay point 1	
BASE SALARY	\$94,302.00 per year plus superannuation	
ADDITIONAL EMPLOYMENT CONDITIONS:	As described in letter of offer	
PROBATION AND PERFORMANCE REVIEWS	Probationary period for this role is 6 months. Performance reviews will occur annually	
CONTRACT TIMEFRAME:	Fixed term contract (with potential for extension, subject to funding)	

## ABOUT SAWCAN

SAWCAN is a partnership consortium consisting of five ACCHOs on the Eyre Peninsula and Far West Coast of South Australia:

- Nunyara Aboriginal Health Service in Whyalla
- Port Lincoln Aboriginal Health Service in Port Lincoln
- Yadu Health Aboriginal Corporation in Ceduna
- Tullawon Health Service in Yalata
- Oak Valley Health Service in Oak Valley

Together, the five member ACCHOs provide comprehensive primary health care to over 5,500 Aboriginal people in a region from Whyalla, west to the WA border (approx. 1,300km geographical distance).

The purpose of SAWCAN is to work collaboratively as a region to:

- Build capacity within the region to achieve improved health and wellness outcomes for Aboriginal people
- Demonstrate a strengths-based approach to achieving large scale solutions
- Share and co-operate with each other to utilise each other's skills, experience and specialist knowledge
- Leverage opportunities by advocating as one voice

- Become a central point of contact that provides advice and direction to external parties on any Aboriginal specific funds and programs coming into our region as it relates to health and wellbeing
- Act as a point of truth telling and supporting each other

#### **KEY POSITION OBJECTIVES**

The Senior Communications Officer is responsible for delivering high-quality, strategic communications that support SAWCAN's organisational priorities, programs, partnerships and reputation.

A core focus of this role is working closely with SAWCAN's five Partner Aboriginal Community Controlled Health Organisations (ACCHOs), providing senior-level communications support that strengthens local service delivery, regional consistency and collective impact. This includes supporting Partner Organisations through communications advice, developing shared resources, social media management and content production that aligns with both local community needs and SAWCAN's regional objectives.

The role leads and undertakes the development of clear, consistent and culturally appropriate communication outputs, translating complex information into accessible messaging for diverse audiences including community, Partner Organisations, funders and the broader sector.

The position operates with a high level of autonomy and professional judgement, acting as a trusted advisor to SAWCAN staff and ACCHO partners, independently managing the delivery of complex communications work and contributing to continuous improvement in regional communications practice.

#### **KEY PERFORMANCE INDICATORS AND RESPONSIBILITIES**

##### Strategic communications delivery

- Deliver strategic communications activities that support SAWCAN's organisational priorities, programs and partnerships.
- Translate complex information, policy and program activity into clear, effective communication outputs.
- Proactively identify communication opportunities, gaps and risks, and progress solutions within agreed frameworks.

##### Content development

- Develop, write, edit and finalise high-quality content across digital, print and media channels.
- Produce major organisational publications including annual reports, reports, briefings and promotional materials.
- Ensure all content is accurate, accessible, audience-appropriate and aligned with SAWCAN's objectives and values.

##### Brand stewardship and quality assurance

- Act as a custodian of SAWCAN's brand, tone of voice and messaging within agreed brand frameworks.
- Review and edit content to ensure consistency, clarity and professionalism across all communications.
- Provide advice on tone, structure and messaging to support high-quality organisational outputs.

##### Advisory support to staff, programs and Partner Organisations

- Provide practical, timely communications advice to SAWCAN staff and Partner ACCHOs to support program delivery, service visibility and organisational outcomes.
- Work collaboratively with SAWCAN teams and ACCHO staff to gather information and shape clear, effective messaging that reflects community priorities and local context.
- Support Partner Organisations with communications planning, resource development, social media content and quality assurance, as agreed through regional workplans.
- Support staff and ACCHO partners to improve the quality, consistency and cultural appropriateness of written and public-facing materials.

#### Independent planning, prioritisation and delivery

- Manage multiple communications projects and deadlines concurrently with limited direction.
- Plan and prioritise work to meet agreed timeframes and quality standards.
- Exercise sound professional judgement to progress work independently and escalate issues where required.

#### Digital, social media and health promotion communications

- Plan, develop and deliver digital and social media content to support health promotion, sector engagement and organisational visibility.
- Develop content approaches that are culturally appropriate, accessible and responsive to community and stakeholder needs.
- Monitor content performance and adjust approaches to improve reach, engagement and effectiveness.

#### Media and external communications

- Draft media releases, statements and external communications in line with SAWCAN approval processes.
- Support media engagement and issues management through preparation of key messages, talking points and background materials.
- Assist in maintaining SAWCAN's public reputation through clear, accurate and timely communications.

#### Continuous improvement

- Actively contribute to continuous improvement of SAWCAN's communications practices, tools and processes.
- Maintain awareness of emerging communications and digital trends and recommend improvements where appropriate.
- Undertake additional communications-related duties consistent with the senior, specialist nature of the role and organisational needs.

#### **PERSON SPECIFICATION**

##### Skills & Knowledge:

- Highly developed written communication and editing skills, with the ability to translate complex information into clear, accessible content.
- Demonstrated experience delivering strategic communications in a health, community or public sector environment.

- Strong understanding of brand management, tone of voice and quality assurance processes.
- Experience in digital communications, social media management and content performance monitoring.
- Ability to provide advice on messaging, structure and communications strategy.
- Knowledge of Aboriginal Community Controlled Health Organisations and culturally safe communications practices.

**Previous Work Experience:**

- Demonstrated experience in a senior communications, media or content development role, with a minimum of three (3) years' professional experience in communications.
- Demonstrated experience working within the not-for-profit, community sector environment.
- Experience producing high-quality organisational publications such as annual reports, briefings and promotional materials.
- Experience working collaboratively with diverse stakeholders, including community organisations and partners.
- Experience working with Aboriginal organisations or in community-controlled settings is highly desirable.

**Personal Attributes:**

- Innovative – finds ways to work better and smarter. Has the ability to generate alternative options and ideas
- Determined – can research a myriad of options and is able to set a clear path to move the Network forward. Deals with obstacles and impediments
- Analytical – Takes a systematic approach when building toward improvements
- Ethical – Is transparent, honest and exercises good judgement
- Self-Disciplined – Manages own time to achieve key outcomes
- Flexible – Can adapt to changing circumstances in the workplace / sector and is able to take advantage of new and emerging opportunities
- Resilient – Recovers from setbacks and learns from experience and identifies areas for self-development
- Supportive – has the ability to encourage others, listens actively and can demonstrate empathy when confronted with adversity

**Qualifications & Training:**

- Tertiary qualification in communications, journalism, public relations, marketing or a related discipline, or equivalent experience.
- Current valid driver's licence, minimum of Class "C" or equivalent.
- Current First Aid Certificate, or ability to obtain.
- Current immunisations or willingness to participate in staff immunisation program.

### **DECISION MAKING AND ADVICE**

Decisions made independently:

- Day-to-day decisions relating to communications planning, content development and delivery within agreed frameworks.
- Prioritisation of communications tasks and management of competing deadlines.

Advice and recommendations:

- Provides specialist communications advice to SAWCAN Management, staff and Partner ACCHOs.
- Recommends improvements to communications practices, tools and processes.
- Advises on strategic messaging and opportunities to strengthen SAWCAN's visibility, reputation and impact.
- Provides proactive advice to SAWCAN leadership on communications risks, opportunities and reputational considerations relating to regional initiatives and partnerships.

### **Acknowledgement**

I..... acknowledge that I have been given a copy of this Position Description and that I have read and understand it.

Signed.....  
(Employee)

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Signed.....  
(Manager)

Date \_\_\_\_/\_\_\_\_/\_\_\_\_