Helping local government
build stronger communities.

Manager Communications and Media

Position title	**Manager Communications and Media**
Employment type	Permanent
Reports to	Director Communications and Marketing
Location	Local Government House, 148 Frome Street, Adelaide
Special conditions	Current driver's license is desirable. Some intra/interstate travel with overnight stays is required. Out of hours work required.

Staff Values and Behaviours



Your Role

The Manager Communications and Media is responsible for leading the organisation's integrated communications function and providing expert advice on communications strategy, public positioning, media, reputation and emerging issues.

The role has accountability for communications strategy, channels, budgets, suppliers and performance. The position translates LGA's strategic, advocacy and member service priorities into clear narratives, marketing, campaigns and communications that strengthen LGA's influence, demonstrate the value of local government, and provide members with timely and relevant information.

Your Team

The Marketing and Communications team supports LGA's advocacy, member services and organisational priorities through media relations, member and executive communications, campaigns, digital channels, social media, brand management, events communications and sponsorships. The team works across LGA and with councils to manage emerging issues and communicate the value and priorities of local government.

Key Responsibilities

Strategic communications leadership

- Set LGA's communications strategy, narrative, key messages and annual communications plan.
- Provide advice to senior leadership on communications, public positioning and reputation risk.
- Lead annual market research and use member, stakeholder and community insights to inform strategy and priorities.

Media, issues and reputation

- Lead proactive and reactive media, including media relationships, spokesperson advice, monitoring and performance.
- Lead issues and crisis communications, including rapid response, executive briefing and coordination across LGA.

Member, stakeholder and internal communications

- Translate complex policy, advocacy and services into clear, compelling communications for members and external audiences.
- Lead member communications and executive content, including material for the President and CEO.
- Build strong relationships with council communicators to coordinate and amplify sector messaging.
- Develop and deliver internal communications to shape clear and consistent messaging for staff, building organisational engagement, culture and awareness of LGA's work and priorities.

Digital, brand and member experience

- Oversee LGA's websites, member portal, social media, email marketing, CRM-enabled communications and other digital channels.
- Set standards for content, SEO, search, AI-assisted communications and brand.
- Use audience data, analytics and feedback to continually improve member experience and communications performance.

Campaigns, events and sponsorships

- Lead integrated campaigns supporting advocacy, elections, services and major organisational priorities.
- Oversight of LGA's annual Local Government Awareness Campaign.
- Lead LGA's flagship events, including program direction, budgets, themes, engagement with delivery partners, and promotion.
- Oversee sponsorship engagement, and suppliers to deliver strategic value and quality outcomes.

People and resources

- Lead and develop a high-performing multidisciplinary team, setting clear goals, cross-skilling, succession planning and maintaining capability, quality and resilience.
- Manage the communications budget, contracts and workflow.
- Maintain communications policies, templates and business-continuity arrangements, and report on performance, risk and emerging issues.

Work Health and Safety (WHS)

- Operate in compliance with WHS legislation, regulations, standards, and practices.
- Ensure that (so far as reasonably practicable) the workplace under your control is safe and without risks to health.
- Provide safe systems of work for all workers under your control.
- Provide information, instruction, training, and supervision to the workers so that they can work safely.
- Take reasonable care for your own health and safety.
- Take reasonable care for the health and safety of others who may be affected by your acts or omissions.
- Undertake training as determined by the training needs analysis.
- Contribute to the identification of hazards and risks and participate in their minimisation and/or appropriate corrective strategies.

Records Management

- Ensure all staff have an obligation to create, manage and dispose of documents and records in accordance with the State Records Act 1997.

Key Challenges

- Maintaining strategic focus while responding rapidly to political, media and sector developments.
- Balancing the diverse perspectives of member councils with clear, influential and accurate LGA positioning.
- Turning complex, contested or technical policy and legal material into accessible communications without losing accuracy or nuance.
- Managing high demand and finite capacity while maintaining quality, timely advice, staff wellbeing and continuity of critical channels.
- Providing frank, evidence-based advice to senior leaders in sensitive or high-reputation situations.
- Keeping digital channels accessible, current and useful as platforms, technology and audience expectations change.

Role Dimensions

Decision Making

The role has substantial independence to determine communications priorities, channel strategy, content treatment, campaign tactics, team resources, suppliers and expenditure within approved policies, budgets and delegations. The Manager leads responses to emerging issues and recommends LGA positioning and key messages.

The Manager is accountable for the quality, timeliness, accessibility and performance of LGA communications and for maintaining an effective and sustainable operating model for the team. Matters requiring a change to formal LGA policy or carrying material legal, financial or whole-of-organisation consequences are escalated for organisational decision.

Reporting line

The role reports directly to the Director Communications and Marketing. The role will have 4 direct reports.

Essential requirements

- Tertiary qualification in communications, journalism, public relations, marketing or a related discipline, or equivalent substantial professional experience.
- At least 10 years' progressive experience across strategic communications, media, corporate affairs or advocacy communications, including leadership of a multidisciplinary team or function.
- Demonstrated experience advising senior staff in politically sensitive or high-reputation environments.
- High-level judgement in issues and crisis communications, public positioning, media

strategy and stakeholder management, supported by exceptional writing and editing skills.
- Demonstrated capability in audience insight, campaigns, brand, budget management, procurement and supplier oversight.

Desirable

- Experience in local government, a peak body, government or another member-based advocacy environment.
- Established South Australian media networks.
- Experience using CRM for integrated marketing and communications, including customer journeys.

Your Capabilities

1. Demonstrates strategic leadership to connect LGA strategy and member priorities to clear communications and coordinated delivery.
2. Ability to build trust with leaders, members, journalists, government, partners and subject-matter experts.
3. Produces concise, accurate and compelling material for executive, member, media and public audiences.
4. Creates clarity, develops capability, supports wellbeing and holds team members accountable for quality and outcomes.
5. Understands contemporary digital platforms, using audience data and performance measurements to inform strategy and execution.
6. Prioritises, plans and adapts without losing accuracy, oversight or strategic focus.
7. Uses political and reputational judgement to recognise risks, provide frank advice and escalate matters at the right level.
8. Ability to work autonomously and show initiative when developing and implementing communication and marketing activities.
9. Acts consistently with LGA values, handles sensitive information appropriately and constructively challenges where required.