Senior Content Specialist

Department for Child Protection

Nurturing happy, healthy kids so they can grow up safe and reach their full potential.

CLASSIFICATION:	**ASO6**	**DIRECTORATE:**	**Office of the Chief Executive**
REPORTS TO:	**Communications and Media Lead**	**FTE:**	**1.0**
ROLES REPORTING TO THIS ROLE:	**Nil**		

ABOUT THIS ROLE:

The Senior Content Specialist is responsible for leading and coordinating the content transition of the department's existing intranet (SharePoint 2016) to a new SharePoint Online environment, providing specialist advice and exercising professional judgement to support the successful delivery of the department's Intranet Modernisation Project. The role leads the audit, analysis, review, redevelopment and mapping of existing content and documents, and develops and manages a staffed migration approach based on business priorities, risk and project timelines. Working collaboratively with ICT and key stakeholders across the department, the role identifies and resolves complex content issues, manages content-related risks and dependencies, and provides advice on content structure, accessibility, navigation and usability. The role also establishes and applies consistent content standards to ensure information is clear, accessible, user-focused and consistent, supporting an improved employee experience and effective access to departmental information.

YOU WILL BE ADDING VALUE BY:

1. Lead and coordinate the communications and content components of the department's transition from the current intranet platform to SharePoint Online, ensuring content migration activities are aligned with project timelines, departmental priorities and business requirements.
2. Lead a comprehensive audit, analysis, mapping and categorisation of existing intranet content, documents and resources, applying professional judgement to inform the migration.
3. Develop, implement and monitor a staffed content transition plan in consultation with ICT, Operational Policy and other key stakeholders, prioritising content according to business needs, usage, risk, compliance and organisational requirements.
4. Provide specialist content and communication advice and work collaboratively with ICT and other project stakeholders to ensure content structure, technical requirements, dependencies and project timelines are effectively aligned throughout the transition.
5. Lead engagement with business areas to coordinate the review, development, approval and migration of content, providing advice and guidance to resolve complex content issues and maintain progress against agreed priorities and timelines.
6. Establish and apply consistent content standards for the new intranet, ensuring information is clear, accessible, user-focused and aligned with departmental requirements, contemporary digital content practices and the SharePoint Online environment.
7. Provide specialist advice and recommendations on information architecture, content structure and navigation, identifying opportunities to improve the employee experience and access to critical departmental information.
8. Identify, assess and manage content-related risks, dependencies and change impacts, developing appropriate migration strategies and escalating significant issues where required to support successful project delivery.
9. Develop and coordinate communication and change activities associated with the content transition, including guidance, staff communications, resources and training materials to support business readiness and adoption of the new intranet.
10. Contribute to maintaining a safe and heathy work environment by taking personal accountability by identifying and reporting incidents, hazards, and injuries in accordance with DCP policy & procedure and cooperating and complying with reasonable instructions of DCP line management and WHS Officers.

WHO YOU WILL WORK WITH:

Internal

- Communications and Media Lead (line manager)
- Principal Creative and Digital Advisor
- Head of Communications
- ICT
- Operational Policy
- DCP staff

QUALIFICATIONS

Essential:

- A relevant tertiary qualification in communications, digital media, web content management, public relations, journalism, information management, or related discipline, or demonstrated equivalent experience performing the duties outlined in this role.

YOUR CAPABILITIES:

- Demonstrated experience leading digital content management and migration activities, including auditing, mapping and prioritising large volumes of content.
- Demonstrated ability to plan and coordinate significant content transitions, managing risks, dependencies, competing priorities and business requirements.
- Highly developed written communication skills, with the ability to produce clear, accessible, consistent and user-focused digital content.
- Demonstrated experience with SharePoint or similar content management systems, including working effectively with ICT and technical specialists.
- Highly developed stakeholder engagement, consultation and negotiation skills, with the ability to influence decisions and resolve complex content issues.
- Sound knowledge of web accessibility, usability and contemporary digital content practices.
- Demonstrated ability to work under broad direction, exercising initiative, professional judgement and autonomy to manage risks and resolve issues.
- Demonstrate knowledge and commitment to promoting and creating a safe and inclusive work environment.

OUR COLLECTIVE RESPONSIBILITIES	SPECIAL CONDITIONS
• Maintain accurate and complete records in accordance with the *State Records Act 1997* and departmental policies, procedures and practice guidance. • Understand and follow the requirements of confidentiality within the *Children and Young People (Safety) Act 2017*, and whole of government and DCP policies, procedures and practice guidance to facilitate appropriate standards of confidentiality and information sharing practice. • Actively participate in performance development processes. • Comply with reporting obligations arising from legislation, professional conduct standards including the Code of Ethics for the South Australian Public Sector, and departmental policies, procedures and practice guidance. • Undertake mandatory training activities as specified with the DCP Mandatory Training Procedure. • Actively contribute to Reconciliation, and to the aims and objectives of the Aboriginal & Torres Strait Islander Child Placement Principle.	• You must have, or gain, a current Department of Human Services working with children check prior to being employed and renew this every five years before expiry. • You must be an Australian resident or provide evidence that you have a current work permit. • You will need to undertake training in Child Safe Environments – Reporting Child Abuse and Neglect and other mandatory training as required. • The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the Communications and Media Lead. • You may be required to perform duties in other locations/divisions/units dependent upon Departmental requirements.

- Demonstrate a commitment to preventing gendered violence against women consistent with DCP's status as a White Ribbon Accredited Workplace.
- Maintain the Program Standards of White Ribbon Reaccreditation.
- Actively support DCP's commitment to ensuring a workplace culture that is respectful, safe and inclusive where our employees are free from discrimination and are recognised for the individual and collective skills and perspectives that they bring by virtue of culture, race, gender, disability, age, sexual orientation, gender identity, intersex status and other differences.
- Act at all times in accordance with the Code of Ethics for the South Australian Public Sector and legislative requirements including (but not limited to) the *Public Sector Act 2009* and *Work Health and Safety Act 2012.*

YOU WILL CONTRIBUTE TO

OUR VISION is for all children and young people to grow up safe, healthy, connected and feeling loved so they reach their full potential.

OUR PURPOSE: The Department for Child Protection protects, cares for and empowers children and young people at risk and in care. We do this by working together with our key partners to respond to abuse and neglect, keep children and young people safe from further harm, help them heal from trauma and reach their full potential.

Leaders in practice excellence
Staff in all parts of child protection develop and use best practice in their work to deliver improved outcomes for children, young people, carers, and families.

Closing the Gap
We commit to a transformed child protection system that makes active efforts and where Aboriginal people and communities are empowered to lead decision making about the care and wellbeing of Aboriginal children and young people.

A child protection system that meets the needs of children and young people
We commission and deliver services based on a deep understanding of the needs of children and young people in care and our aspirations for them to heal from trauma and reach their full potential.

A thriving workforce
We are future focused in our workforce strategy, supporting and valuing our staff, proactively recruiting, and establishing sustainable systems, processes and workplaces that enable us to be highly effective.

Active and collaborative partnerships
We work together with our service partners and alongside the community to improve outcomes for children, young people, carers, and families.

Working alongside carers
We respect and value carers as vital partners in keeping children and young people safe and well.

Quality services and safeguarding
We are accountable and transparent, and pursue continuous improvements to promote the safety and wellbeing of children and young people throughout the services we fund and provide.

CERTIFIED CORRECT: October 2026