Department of the Premier and Cabinet Circular

DPC Circular 026: INTERSTATE AND INTERNATIONAL RECRUITMENT ADVERTISING

March 2019
SUMMARY

This circular relates to the application of the Brand for South Australia (State Brand) to all interstate and overseas recruitment and employment advertising or promotion undertaken by government agencies.

Approval by the Chief Executive (or equivalent) is required for interstate or overseas recruitment advertising. Please refer to the Marketing Communications Guidelines for more information.

For further information:

Department of the Premier and Cabinet
dpc.sa.gov.au/govcommunications
Email: govcommunications@sa.gov.au

Background

In February 2013 Cabinet endorsed a new brand identity for South Australia to aid in driving consistent, long term representation of the State in key interstate and international markets.

The State Brand is based upon the values of creativity, innovation and industriousness – values which embody the State. The State Brand is a powerful identifying endorsement for the State and helps to encapsulate who we are, where we are and what we offer.

As migration is an important priority for the Government of South Australia, the State Brand has been incorporated into employment communications.

Interstate and Overseas Recruitment - Mandatory Requirements

The inclusion of Brand South Australia in the manner prescribed in this circular is mandatory for all government departments and agencies when recruiting for interstate or overseas candidates.

Design

Interstate and overseas recruitment and employment advertising or promotion undertaken by government agencies must include the following elements:

1. The Government of South Australia logo or agency specific variant
   - This should be applied as per the Government of South Australia Branding Guidelines

2. The State Brand logo
   - Vertical format logo to be used as depicted in this circular
   - Alignment with the Government of South Australia or agency specific variant at the base of advertising where possible
   - Should be applied as per the Brand South Australia – Branding Guidelines

Examples of acceptable use of these elements are included as an appendix to this document.
Example Recruitment Ads

Government of South Australia
Standard Template

Co-brand Example (mono)

Examples for reference only
Example Recruitment Ads

Existing Agency Template (mono)

ADelaide CBD
Contract Appointment up to 5 Years
Ref No: 320311
Executive Appointment

An opportunity exists for an innovative executive in a key leadership role in the Department of Planning, Transport and Infrastructure.

The Valuer-General works for the Land Services Division. This division is responsible for key land administration functions in South Australia including land titling, land and property valuation, administration of a survey framework, and provision of land information to the public. This is a high profile, exciting senior leadership role that will provide immense job satisfaction. Set in South Australia - the birthplace of the Torrens Title valuation system - this is a great opportunity for a talented appointee to continue the State’s tradition of innovation and leadership in property valuation.

Essential Minimum Qualifications: Qualified for membership of the Australian Property Institute Incorporated or a body prescribed by regulation, and has practised as a land valuer (whether in the service of the Government of privately) for a period whether continuous or in aggregate of at least five years. (Valuation of Land Act 1971, Section 6(4))

Special Conditions: Pursuant to Part 6 of the Public Sector Act 2009 this is not a public service position. The employment conditions are prescribed in Section 8 of the Valuation of Land Act 1971.

Enquiries to: For a confidential discussion about the role please contact Mr Kevin O’Callaghan, Executive Director, Land Services Division on (08) 8222 2452.

Applications to: Mr Carol Brooks, Manager, Executive Support on (08) 8222 3582 or email carol.brooks@sa.gov.au. Applications should be no more than three pages addressing the essential selection criteria and experience relative to the position plus a current CV.

For more information visit: www.dpti.sa.gov.au/careers

Applications Close: 5.00pm 15 February 2018

The SA Government is an equal opportunity employer and safety is a core value.

www.dpti.sa.gov.au

Example for reference only