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Position Description

Legal Services Commission South Australia

Position: **Brand Manager**

Classification Code: **ASO7**

Division: **Communications and Engagement**

POSITION DESCRIPTION

Summary of Role:

The Brand Manager leads the planning, development and organisation-wide implementation of Legal Services' rebrand.

The role will work closely with the Manager, Communications and Engagement to provide strategic project management, brand and change advice, and disciplined governance to ensure the new brand is developed collaboratively, translated into practical standards and assets, and adopted consistently across services, locations and channels.

Reports to: Manager, Communications & Engagement

Special Conditions:

The employee:

- may be required to undertake some out of hours work.
- may be required to undertake some intra/interstate travel.
- may be required to work at any Legal Services office as required.
- will undergo periodic National Police Clearances and DHS Working with Children Checks.
- is required to comply with the standards outlined in the Code of Ethics for the South Australian Public Sector, relevant legislation, and Legal Services policies and procedures.
- is required to maintain strict confidentiality in accordance with Section 31A of the *Legal Services Commission Act 1977*.
- is required to participate in performance reviews and development programs.
- is required to attend mandatory in-house training and Mandatory Continuing Professional Development.

Key Responsibilities and Duties:

Project Management

- Maintain and deliver the end-to-end rebrand project plan, including scope, workstreams, milestones, dependencies, resourcing, decision points and reporting requirements.
- Establish fit-for-purpose governance, controls and documentation so decisions, approvals, actions and changes are transparent and traceable.
- Monitor delivery against schedule, scope and approved priorities; identify emerging issues and recommend timely corrective action or escalation.

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- Maintain project risk, issue and dependency registers and coordinate mitigation strategies with accountable owners.
- Coordinate the development and quality assurance of brand identity, tone of voice, guidelines, templates and supporting tools.
- Monitor project expenditure in accordance with approved budgets, contracts and organisational requirements.

Stakeholder Engagement

- Plan and coordinate consultation with internal and external stakeholders and agencies to inform design, identify impacts and build ownership of the new brand.
- Facilitate briefings and decision-making forums, presenting complex or sensitive matters clearly to varied audiences.
- Develop and implement an integrated change and communication approach that builds understanding of the case for change and supports consistent adoption.
- Prepare high-level briefs, recommendations, communication plans, key messages, presentations, implementation packs, frequently asked questions and guidance materials.
- Identify change impacts, readiness needs and likely barriers, and coordinate targeted support for leaders, employees and local implementation contacts.
- Champion the brand across Legal Services, monitor implementation feedback and recommend practical improvements to strengthen adoption and consistency.

Implementation and Asset Management

- Lead the coordinated transition of corporate materials, digital channels, templates, publications, signage and other branded assets.
- Lead the creation of the rebrand launch campaign to effectively communicate the name change with target audiences.
- Develop an asset inventory, sequencing and prioritisation approach that manages cost, risk, accessibility, business continuity and stakeholder visibility.
- Work with internal operational stakeholders from each Legal Services division to support the controlled rollout of the brand within their division.
- Progress other assigned strategic initiatives where these align with the role's project purpose and approved priorities.

General

- Communicate effectively with persons from a wide range of backgrounds including differing socio-economic and cultural backgrounds.
- Comply with Legal Services' requirements for the recording of client information, statistical data and other reporting and evaluation procedures, and maintain good file management and comply with professional ethics and standards.
- Actively participate and contribute to responsible and safe work practices by complying with WHS legislation, policies and procedures.
- Embrace diversity and cultural differences in the workplace by displaying respectful behaviour in the workplace.

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PERSON SPECIFICATION

ESSENTIAL REQUIREMENTS

Educational/Vocational Qualifications:

- Not applicable.

Personal Abilities/Aptitudes/Skills:

- Demonstrated ability to lead complex projects from initiation through implementation and transition to business-as-usual, using planning, governance, risk and reporting disciplines.
- High-level strategic thinking and analytical capability, with the ability to convert broad direction and complex information into practical plans, recommendations and deliverables.
- Highly developed written and verbal communication skills, including the preparation of briefs, recommendations, communication plans and implementation materials.
- Strong stakeholder management, facilitation, negotiation and influencing skills, with the ability to establish credibility and achieve outcomes across organisational boundaries.
- Ability to exercise significant judgement, work with a high degree of autonomy, manage competing priorities and deliver accurate work under pressure.

Experience:

- Demonstrated experience leading rebrands, communications, change, engagement or comparable organisation-wide transformation initiatives.
- Experience managing complex project plans, governance arrangements, risks, dependencies, budgets and reporting.
- Experience managing creative agencies, vendors and schedules in a project or communications environment.
- Experience developing effective, high-quality communication materials for a range of audiences.
- Experience coordinating the transition of digital and physical assets across multiple business areas, systems, channels or locations.
- Strong digital skills and competency in the use of Microsoft Office suite of products, the internet, email correspondence and electronic records management systems.

Knowledge:

- Sound knowledge of contemporary brand strategy, identity implementation, governance and brand principles.
- Sound knowledge of project management and communication planning approaches.
- Knowledge of digital and physical brand applications, including websites, intranets, social channels, templates, publications, signage and corporate collateral.
- Understanding of accessibility, plain language and inclusive communication considerations relevant to public-facing services.
- An understanding of Workplace Health and Safety and Equal Opportunity principles.

DESIRABLE REQUIREMENTS

- A tertiary qualification in communications, marketing, brand management, project management, business, design or a related discipline is desirable.

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- Experience delivering a rebrand or comparable identity and asset-transition program in a public-sector or other complex service environment.
- Experience in working with digital document management systems.
- Knowledge of the organisation, procedures and operations of the Legal Services.

Position Description Approval

Approved by:

Signed by:
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10 November 2026

Delegate **Date**