

# Position Description

## General Manager - Marketing & Communications (Events South Australia)

### Purpose of position

Events South Australia is responsible for the creation, development, and procurement of nationally and internationally recognised events, to promote South Australia as a tourism destination. Events South Australia (ESA), through the South Australian Tourism Commission, owns and manages four events including: Santos Tour Down Under, Tasting Australia presented by RAA Travel, Bridgestone World Solar Challenge, and National Pharmacies Christmas Pageant.

Reporting to the Executive Director – Events South Australia, the General Manager – Marketing & Communications is responsible for the successful profiling and promotion of managed events and sponsored events to drive visitor numbers and expenditure, ticket/product sales, attendances, and communication reach to generate economic and social benefit for South Australia.

<b>Position Title:</b> General Manager – Marketing & Communications	<b>Reports to:</b> Executive Director, Events South Australia	<b>Position Classification:</b> Non-Executive Contract
<b>Group / Unit:</b> Marketing and Communications / Events South Australia	<b>Location:</b> Level 9, SA Water House, 250 Victoria Square/Tarntanyangga	<b>Direct reports:</b> Marketing Manager x 2 PR Manager x1

### Our Values

- Go Boldly**                      Be brave, back yourself and step outside your comfort zone
- Dig Deeper**                      Be curious, go the extra mile, and find new ways
- Share the Love**                      Be passionate, care for others and exceed expectations
- Can Do**                              Be optimistic, think positively and overcome any challenge

## Essential Criteria

### Qualifications

- Tertiary qualification (or equivalent experience) in marketing, communications or related field.

### Skills, experience, and knowledge

- High level knowledge and understanding of contemporary marketing and communication practices
- Experience in brand management and the development and implementation of strategic marketing and communications plans (marketing, digital and PR) and campaigns to drive sales.
- Experience working with external agencies, including contract management, negotiation and briefings together with internal teams
- Demonstrated ability to interpret and summarise qualitative and quantitative research to inform strategic and operational decisions.
- Strong written communication skills with ability to prepare detailed briefs/reports for internal and external stakeholders.
- Well-developed oral communication skills and experience influencing and negotiating for successful relationship management.
- Experience leading a team and fostering a culture which recognises the importance of consultation and collaboration.
- Excellent organisational, project, and time management skills to prioritise competing demands.
- Experience demonstrating innovation and flexibility to manage demanding situations.
- Experience working within corporate governance frameworks including: budget management for large projects, risk management, procurement and contract management.

## Desirable Criteria

### Skills, experience, and knowledge

- Experience developing and implementing strategic marketing and communications plans and campaigns within the events and/or marketing entertainment industries
- Knowledge of the tourism industry in South Australia
- Experience working within South Australian Government processes and frameworks

**Competencies**

Strategic Leadership	Creates and achieves a desired future state (vision) for the organisation through influence on organisational values, individual and group objectives, rewards and employee motivation, and systems for change and improvement
Communication	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.
Influencing	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, superiors) toward desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.
Creativity & Innovation	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.

**Key Responsibilities**

**Marketing and Communications Strategy**

- Ensure the effective development of agreed year-round marketing and communications plans, leading internal teams, for events managed by ESA.
- Oversee the implementation of marketing and communication strategies to increase visitation and visitor expenditure, in order to achieve economic and social benefits to South Australia.
- Oversee the implementation of marketing and communication strategies to drive attendances, ticket/product sales, engagement, and PR media value.
- Provide strategic direction and leadership to ESA's Marketing and Communications team to ensure achievement of marketing, digital and PR strategy.
- Oversee the management of contracts with external creative services, media and PR agencies to ensure work is in accordance with the agreed strategies and briefs.
- In conjunction with Marketing and PR Managers, negotiate and agree upon briefs with both internal teams and external agencies.
- Lead the identification and negotiation of key partnerships, including media partnerships
- Oversee the management of broadcast production for managed events as required

- Work closely with the ESA Commercial Sales Unit to develop strategies and plans to leverage partner investment to deliver mutual benefits
- Work closely with the ESA Acquisition and Development Unit to leverage and maximise ESA's investment in sponsored and regional events through advisory support as well as the development of marketing and communications strategies and plans across SATC.
- Work with the SATC Destination Marketing teams to leverage opportunities and support integrated agency approach
- Participate in budget setting and review processes and assume responsibility for ongoing monitoring of expenditure to ensure budget objectives are achieved.
- Provide reports/briefings as required by ESA Executive Director for Executive, Board or Government
- Contribute to the development of effective networking relationships across all relevant industries to encourage the distribution of information, building of expertise and establishment of alliances that support and promote managed events

### Performance Measures

- Development and implementation of agreed Marketing and Communications strategies for managed as well as sponsored and regional events.
- Achievement of agreed marketing and communications KPI's including visitation numbers and expenditure, ticket/product sales, attendances, broadcast numbers, PR media value and digital metrics
- Effective budget management and expenditure
- Active participation within business planning and budget setting/review meetings.

### Growth and Development

- Review existing methods of marketing and communications and identify opportunities for improving effectiveness, efficiency, and productivity.
- Track, evaluate and report on campaign performance, benchmarking against previous campaign results.
- Working with Event Managers, review existing event design and programming to enhance consumer offering and experience
- Coordinate customer insights research and translate results into market orientated actions
- Work with ESA's Commercial Sales Unit to develop strategies to secure new or grow existing partners
- Work with ESA's Acquisition and Development Unit to consider new opportunities, and support achievement of sponsored event leverage plans and implement activity.
- Actively seek partnerships which through collaboration provide improved marketing and communication outcomes for ESA managed or supported events.

### Performance Measures

- Business growth targets achieved
- Research conducted with delivered actions flowing from results
- Commercial partner deliverables met or exceeded and targets achieved
- Sponsored and regional event targets met or exceeded

## Leadership

- As a member of the ESA Management team, undertake annual business planning, budget planning, risk management and annual reporting.
- Advise, brief and make recommendations to the Executive Director, Events South Australia on opportunities and/or challenges relating to the positioning of managed events.
- Ensure regular briefings occur with Marketing and Communications Unit to ensure effective communication within team and distribution of team and individual objectives.
- Lead effective relationships and communications with Event Management, Commercial Sales, Acquisition & Development and SATC Destination Marketing and Corporate Communications teams
- Ensure the effective performance management and development of Marketing and Communications Unit to support SATC's strategic direction.
- Effectively manage the performance and relationship with external creative services, media and PR agencies
- Ensure principles of equal opportunity, fairness, honesty and respect are exhibited in all interactions in the workplace.

## Performance Measures

- Strong contributor to the ESA Management Team
- 100% completion of performance management/development plans for individuals.
- Performance of reports appropriately managed.
- Staff satisfaction demonstrated via communication, feedback and consultation practices.

## Organisational Contribution/Safety Awareness

- Adhere to SATC policy and procedures on all matters relating to work, health and safety (WH&S).
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

## Performance Measures

- Demonstrable commitment to WH&S principles, and 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

### Special Conditions

- The appointment will be subject to a 6-month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake biannual performance and development discussions with their direct manager, in accordance with the SATC's Managing and Development Performance processes.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake relevant national police check or employment screening check
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work will be required
- Intrastate and interstate travel may be required.

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#### Executive Manager

##### Hitaf Rasheed

Executive Director – Events  
South Australia  
Events South Australia

#### Line Manager

##### Hitaf Rasheed

Executive Director – Events  
South Australia  
Events South Australia

#### Incumbent

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