

An aerial photograph showing a white van parked on a wide, sandy beach. The beach is bordered by the ocean on the right and a pinkish-red area on the left. The text 'POSITION DESCRIPTION' is overlaid in white on the blue water.

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



TOURISM.SA.GOV.AU

Position Description

Marketing Manager, National Markets

Purpose of the position

Working with the General Manager, Global Markets and Trade, the Marketing Manager National Markets works to drive the strategic direction and prioritisation of the SATC’s National Marketing activities and team with a focus on travel trade distribution partners.

Position Title:	Reports to:	Position Classification:
Marketing Manager, National Markets	General Manager, Global Markets and Trade	AS06.1 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Marketing / Global Markets	Level 9, SA Water House, 250 Victoria Square	Marketing Executive Marketing Executive

Our Values



GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



DIG DEEPER

We never settle for simply scratching the surface. We’re hungry for knowledge, fresh ideas and innovations.



CAN DO

We believe there’s nothing we can’t do as a team.



SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

Essential Criteria

Qualifications

- Tertiary or diploma qualifications in tourism, marketing or relevant discipline
- Minimum of ten years' experience in the tourism industry or an international marketing related field

Skills, Experience & Knowledge

- Proven understanding of traditional and non-traditional marketing practises including but not limited to partnership marketing, digital, PR and social media marketing.
- Sound understanding of the national market place including consumer behaviours
- Proven business planning skills with demonstrated ability to translate into action plans and measurable outcomes achieved
- Proven experience in coordinating the development and implementation of tactical marketing campaigns in the travel and tourism industry
- Successful contract negotiation / mediation skills
- Financial management skills
- Training and presentation skills
- Project management experience including co-ordination from basic concept through implementation to achieve specific outcome
- Relationship development with private and public sector people and organisations
- Contract Management experience
- Sound written and verbal communication and interpersonal skills and ability to communicate at all levels, understanding cultural nuances.
- Demonstrated use of initiative and flexibility to manage challenging situations
- Effective organisation, time management and customer service skills.
- A high level of competency in using the Microsoft Office Suite of computing software.
- Understanding of the travel trade distribution network and the travel & tourism industry
- Knowledge of South Australia's tourism product

Desirable Criteria

Qualifications

- Post graduate studies in business, commerce or marketing

Skills, experience, and knowledge

- Ability to demonstrate knowledge or experience of leadership skills, including people management
- A high level of competency in using the Microsoft Office Suite of computing software including diaries and e-mail.
- Knowledge of the SATC's operations, policies, procedures and instructions
- Knowledge of Government Records Management principles and practices
- Knowledge of occupational health, safety and welfare legislation
- Knowledge of South Australia's tourism product

Competencies	
Communication / Presentation	Expressing ideas effectively in individual and group situations (including non-verbal communication); presenting ideas effectively when given time for preparation (including use of visual aids); clearly expressing ideas in memoranda, letters, or reports that have appropriate organisation and structure, correct grammar, and language and terminology; and adjusting language tones to the characteristics and needs of the audience.
Team Leadership	Uses appropriate interpersonal style and methods to inspire and guide a team toward goal achievement. Facilitates the development of team members knowledge and skills. Provides timely feedback, guidance and training to help employees reach their job objectives.
Teamwork	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.
Initiative	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and takes action.
Time Management	Organised and efficient in own work habits; plans and priorities time effectively; has tools and/or a system in place to prioritise tasks and keep track of promised actions and important deadlines.
Adaptability	The ability to adapt ones approach to suit changing requirements in a variety of situations and to maintain effectiveness with different tasks and people, thereby contributing towards creating an efficient, agile organisation. Recovers from setback and maintains a positive outlook when faced with difficult situations.
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.

Key Responsibilities

Management of SATC's National Markets Team

- Set the National Activities strategy based on strong insights, putting the consumer at the core of all decisions
- Lead and inspire a team of high achievers to deliver on accountabilities
- Manage and support the National Partnerships team, to ensure they are on strategy by setting clear goals, key objectives, action plans and performance measures
- Appropriately manage budget allocation
- Able to report upwards succinctly, with key insights and high level strategic thinking
- Ability to delegate and manage performance.
- Oversee the implementation of tactical campaigns with trade partners including but not limited to; airline, wholesale and retail travel agents, and online travel agent partners.
- Conduct performance reviews against agreed objectives. Motivate and support staff by developing common goals and recognising individual efforts.
- Strive for efficient use of resources – managing the administrative elements of the role, but ensuring focus is on delivery of KPIs and increased visitation and expenditure.

Performance Measures

- KPI's set for individuals and the team
- Excellent relationships between all team members and customers
- Team goals and shared accountabilities
- Efficient, strategic and planned outcomes
- Succession planning

General Marketing Activities & Familiarisations

- Oversee the implementation of tactical campaigns with trade partners including but not limited to; airline, wholesale and retail travel agents, inbound tour operators and online travel agent partners.
- Ensure marketing is 'on brand and on message' and in alignment with SATC's strategy
- Allocate suitable number of partners for management across each team members to ensure an effective approach and suitable workload per team member
- Manage an assigned list of partners
- Oversee approval of campaign briefs and activity implementation;
- Co-ordinate trade advertising as required, including development of creative briefs, selection of images and sign off of final material.
- Provide information to SA operators and enlist support for participation in various marketing activities, including co-operative marketing campaigns.
- In conjunction trade familiarisations unit, assist in the coordination of familiarisations from the national market. Ensure famils are aligned to relevant operators for consumers they represent.
- Assist South Australian operators in the promotion of their products to the national trade market.

- Liaison and collaboration with other units and external parties in the facilitation of marketing activity.
- Other marketing activity and special projects as directed by the General Manager, Global Markets & Trade

Performance Measures

- 12 month calendar creation
- Positive relationship with key industry partners
- Successful negotiation of contracts
- Relevant operators used in familiarisations
- Creative production in alignment with strategy
- Efficient delivery of requested tasks

Business Planning, Reporting and Contracting

- Lead monthly reporting for the management and analysis of budgets and annual operating plan, including KPI'
- Ensure enquiries from travel trade partners, SA operators and other industry partners are handled in a timely and efficient manner.
- Manage all records of all co-operative marketing campaigns and other SATC initiatives, ensuring that contracting guidelines are adhered to and results reported
- Allocate and monitor cash flow budget and provide reports on marketing activities.
- Assist with the measurement and evaluation of marketing activities and determine the extent to which plans have been implemented and objectives achieved.
- Review and evaluate the effectiveness of initiatives as part of the ongoing budget and marketing performance and planning process
- Assist with Ministerials and Board requirements, providing accurate and up to date information, for internal communication.
- Keep accurate records of all co-operative marketing campaigns
- Prepare ad hoc reports as requested by the General Manager, Global Markets and Trade

Performance Measures

- Effective monitoring of monthly marketing and financial reporting
- Efficient filing and record keeping
- Ensure campaign briefs, campaign material and results are received and filed effectively into sharepoint files.
- Marketing and famils budget managed within SATC guidelines.

Financial Reporting

- Oversee management of the budget tracker to ensure any overspend or shortfall to budget is updated to General Manager, Global Markets and Trade in a timely manner
- Support the General Manager, Global Markets and Trade with fiscal management via input into budgets, cash flows and joint reviews, monitoring and approval of expenditure ensuring auditory and reporting processes are followed.
- Monitor and processes expenses within approved financial delegation
- Keep budget tracker updated and a detailed quarterly report to balance cashflows, in line with end of year financial targets

Performance Measures

- Effective monitoring of financial reporting
- Report and provide rationale on all variances, with input from in-market offices
- Ensure all invoices are processed in accordance with SATC 2012 Finance policy to ensure best practice
- Ensure monthly cash flow variances do not exceed 1%, and annual budget within 0% at end of Financial year.

Communication

- Represent the National Markets team at all relevant marketing department updates and brief the team accordingly
- Work collaboratively with the domestic creative, PR and content team to ensure that public relations, social media activities and brand messages are fully integrated into annual operating plans and day to day activities.
- Ensure effective collaboration and communication across National markets team
- Support regions in identifying and working with key distribution partners and conducting product gap analysis
- Assist South Australian operators in the promotion of their products to relevant markets (provided they are 'national and international distribution ready' before recommending participation in co-operative marketing programs and tradeshow)

Performance Measures

- Excellent communication and relationship with regional offices and all external partners
- Feedback from in-market and internal PR, digital and social media team.
- Accuracy of content on SATC generated platforms
- Implementation of relevant marketing activities
- Campaign activity in line with internal brand messaging guidelines

Organisational Contribution/Safety Awareness

- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.
- Adhere to SATC policy and procedures on all matters relating to health and safety.
- 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

- 100% commitment to Work Health and Safety (WH&S).
- 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 suitable 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 an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- 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 a 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, intrastate and interstate travel may be required.

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Executive Manager

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Name
General Manager, Global Markets
& Trade
Marketing

Signed

Date

Incumbent

Name
Title
Marketing

Signed

Date