

POSITION DESCRIPTION

Social Media & Content Manager



Be a part of something special.

At the SATC, you'll help shape the future of one of South Australia's most important industries.

We bring together strategy, creativity, partnerships, insights and innovation to grow the visitor economy and create lasting value for the State.

Our work is grounded in what makes South Australia special; authentic experiences, genuine connections and the simple moments that stay with people long after they leave.

For those who are curious, ambitious and motivated by impact, the SATC offers the opportunity to work on meaningful challenges, build new capabilities and contribute to work that makes a difference.

Celebrate the **SIMPLE PLEASURES**

Position Description

Social Media & Content Manager

Purpose of the position

The Social Media & Content Manager is responsible for the strategy, management and execution of SATC’s owned content marketing activity. Working within the Creative & Content team, the role leads the Social Media & Content team to use SATC’s owned channels - including website, social media and email - to inspire people to visit South Australia and assist potential visitors with planning and booking their visit.

The Social Media & Content Manager works closely with the Director, Creative & Content and relevant teams across Brand & Domestic Marketing, Digital Marketing, Events Marketing, Global Markets & Trade and PR & Advocacy to ensure clear brand alignment, consistent campaign integration and effective representation of SATC Managed and Sponsored events across SATC’s owned channels.

Position Title	Reports To	Position Classification
Social Media & Content Manager	Director, Creative & Content	Non-Executive Contract ASO7
Group Unit	Location	Direct Reports
Marketing	Level 9, SA Water House 250 Victoria Square	Senior Social Media & Content Coordinator Digital Content Coordinator Website Content Coordinator

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 passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Tertiary qualification, or equivalent, in marketing, journalism, communications, public relations, tourism or other relevant discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Strong knowledge and understanding of social media platforms and their use as a strategic channel in multi-channel integrated marketing activity.
- Experience adjusting social media strategies in response to social media platforms' changes to content distribution algorithms.
- Experience planning, shooting, and editing video and photo content for use across different digital platforms.
- Significant creative writing experience and experience subediting and reviewing copy.
- Experience community and risk managing on different social media platforms.
- Display a deep understanding of the art of storytelling with experience working across creative storytelling projects.
- Experience developing and working with brand tone of voice guidelines and editorial style guides.
- Experience with email marketing and managing a large subscriber base, including automations, reporting and strategy.
- Demonstrated ability to translate communication strategy in a meaningful and compelling way into the digital environment.
- Ability to work as part of a broader Creative & Content function, collaborating with creative, brand, digital, events, PR and marketing teams to deliver consistently on-brand content across owned channels.
- Ability to scope projects, write creative briefs / project documentation and manage supplier relationships.
- Understanding of AI Search Engine Optimisation (SEO), including AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation). principles.
- Strong experience in digital performance reporting using platforms like Emplifi, Meta, Dot Digital and Adobe Analytics
- Demonstrated skills in project and budget management.
- Experience and skills in the supervision and management of staff and contractors.
- Demonstrated ability to manage multiple projects and competing priorities.
- Self-motivation and ability to work without close supervision within existing guidelines, procedures, and policy.
- Ability to work within a team environment and take direction or lead as required.
- Willingness to take direction, work independently and be a team player.
- Ability to maintain drive, enthusiasm, and initiative and to adapt to changing requirements and changing situations.
- Excellent planning and organisational skills with an ability to prioritise workloads and meet deadlines.
- Strong organisational, multitasking, problem-solving and decision-making skills.

- Strong attention to detail with the ability to deliver quality outcomes in a fast-paced environment.
- Knowledge of and proficiency in the use of the English language.
- Previous experience using creative software including Adobe Lightroom and Adobe Premiere Pro.

Desirable Criteria

QUALIFICATIONS

- Formal qualifications in the social media or content marketing fields.
- Video editing certification.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge and understanding of the tourism industry and the services it provides.
- Knowledge of Government organisations and processes.
- Understanding of the creative production process for marketing campaigns.
- Experience delivering consumer marketing campaigns.
- Experience using digital analytics platforms such as Google or Adobe Analytics.
- Understanding of CRO and CX

Competencies

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.
PLANNING AND ORGANISING	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of assignments or projects. Works systematically and structures own time effectively.
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.
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.
CREATIVITY AND 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

WEBSITE CONTENT MANAGEMENT

- Oversee the execution of the content strategy in partnership with the Digital Marketing and Optimisation team.
- Ensure all creative copy and imagery on southaustralia.com is accurate, up-to-date and aligned to the brand.
- Reviewing all written content produced for the website, including page briefs and article edits from other team members.
- Consistently applying the SA.com Style Guide across website content.
- Leading content strategy and updates for campaigns, marketing and key events.
- Leading storytelling initiatives for this platform.

PERFORMANCE MEASURES

- Organic search visits to southaustralia.com.
- Onsite engagement metrics.
- Leads generated to South Australian tourism operators and industry partners.

SOCIAL MEDIA

- Develop, disseminate, and implement a multi-platform owned social media strategy within the Creative & Content function, ensuring content is distinctive, on-brand and supports destination and event marketing priorities.
- Stay across changes in content distribution algorithms and trending content across social media platforms and adjust both strategy and social media content accordingly.
- Oversee the social media production process including the planning, shooting, and editing of video and photo content for use across different SATC social media accounts.
- Schedule and plan social media content shoots to ensure that engaging content from all regions of South Australia is available to be shown on South Australia social accounts at appropriate times of the year.
- Ensure owned social media strategy is integrated with paid social, campaign activity and Creative & Content production planning.
- Work with Events Acquisition and Development and Events Marketing to ensure major South Australian events are featured on SATC owned social channels in line with their importance to the visitor economy.
- Work with the PR & Advocacy team on social media influencer projects and collaborations.
- Monitor performance of SATC social media platforms and report on effectiveness of activity.
- Provide advice and consultation to SATC and industry stakeholders about best practice within the social media environment.

PERFORMANCE MEASURES

- Reach and non-follower reach.

- Brand and campaign delivery
- Other relevant social metrics including saves, shares and video views.

EMAIL

- Integrate regular emails to the See South Australia email list with campaign activity and Creative & Content planning.
- Work with Events Acquisition and Development and Events Marketing to ensure major South Australian events are featured in SATC email communications in line with their importance to the visitor economy.
- Develop and enhance the automation program to ensure that subscribers are served personalised content relevant to their stated interests and stage of the sales cycle.
- Work with domestic partnerships to secure sign-on incentives with key stakeholders and the timely promotion of partnership sales, deals and events.

PERFORMANCE MEASURES

- Net email subscriber growth.
- Other relevant email metrics including email click to open rate and click to send rate.

TEAM MANAGEMENT

- Lead a team of three coordinators and their workload, assigned tasks and priorities.
- Advocate for and support team development, learning and training – including managing performance conversations, development plans and supported learning.
- Represent the team internally and externally – including public speaking commitments, cross-team projects and industry stewardship.
- Provide timely feedback to coordinators to support them in their roles, including reviewing their writing, content creation and email sends.

Contribute to key leadership meetings, conversations and strategy considerations.

Work collaboratively with other managers – including the Digital Marketing and Optimisation Manager and Creative Services Manager.

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- 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 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 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
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.

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Executive Manager	Line Manager	Incumbent
Erik de Roos Chief Marketing Officer Marketing	Chris Plummer Director, Creative & Content Marketing	Name: Social Media & Content Manager: Marketing
Signed	Signed	Signed
Date	Date	Date

