



# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



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# Position Description

## PR Coordinator – National Pharmacies Christmas Pageant, Santos Tour Down Under (Events South Australia)

### Purpose of the 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 events including Santos Tour Down Under, Tasting Australia presented by RAA Travel and National Pharmacies Christmas Pageant.

Reporting to the PR Manager, Events South Australia, the PR Coordinator is responsible for supporting the successful development and implementation of public relations and media communications plans for the National Pharmacies Christmas Pageant and the Santos Tour Down Under to profile and promote the State to drive visitor numbers and expenditure, ticket/product sales and attendances.

Position Title:	Reports to:	Position Classification:
PR Coordinator	PR Manager – Events South Australia	Non-Executive Contract 6 Month Contract (Aug – Jan)
Group / Unit:	Location:	Direct reports:
Events South Australia	Level 9, SA Water House, 250 Victoria Square	None

## 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 qualification (or equivalent) in journalism, public relations, media communications or other relevant discipline.

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge and understanding of public relations.
- Experience in achievement in publicity/publicity management, brand exposure, publications and/or promotions.
- Experience in the development and implementation of PR and media campaigns.
- Experience in media management.
- Experience managing PR campaign budgets.
- Excellent verbal and written communication skills and the ability to write with flair and creativity.
- Experience demonstrating innovation and flexibility to manage demanding situations.
- Experience coordinating projects with the ability to manage competing priorities.
- Strong written communication skills with ability to prepare detailed briefs/reports for internal and external stakeholders.
- Well-developed oral communication skills with experience of influencing and negotiating to achieve successful relationship management.
- Demonstrable experience of using organisational, project and time management skills to successfully meet competing demands.
- Strong attention to detail.
- Self-motivated and able to work under pressure to deadline.

## Desirable Criteria

### QUALIFICATIONS

- Post-graduate qualification.

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in delivering PR campaigns within the events, tourism, entertainment or sports industries.
- Knowledge of the tourism industry in South Australia.
- Experience working within South Australian Government processes and frameworks.

Competencies	
<b>CREATIVITY AND INNOVATION</b>	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
<b>COMMUNICATION</b>	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.
<b>PLANNING &amp; ORGANISING</b>	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.
<b>TEAMWORK</b>	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.
<b>NEGOTIATING</b>	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.
<b>INFLUENCING</b>	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

### **PUBLIC RELATIONS**

- Ensure the effective implementation of agreed year-round PR and media strategies, with support from the PR Manager, for the National Pharmacies Christmas Pageant and the Santos Tour Down Under to achieve economic and social benefit to South Australia including increasing visitation and visitor expenditure, driving ticket/product sales and attendance.
- Coordinate the execution of PR plans and activities to support the profiling and promotion of managed events.
- Communicate campaign activity to relevant internal and external parties including reports/briefings as required.
- Administer monitoring and reporting on performance of ESA's PR initiatives, ensuring that PR plays an integrated role in promoting events and supports ESA's strategic intent.
- Work closely with ESA's Marketing and Communications, Event Management and Commercial teams to ensure programming, plans and deliverables are met or exceeded.

### **PERFORMANCE MEASURES**

- Effective implementation of agreed PR strategies and plans within budget and timeliness.
- Initiative demonstrated in identifying PR opportunities.
- Timely delivery of tracking and results.
- Managed events and ESA as a division of the SATC is positively profiled and promoted.

## **MEDIA LIAISON**

- Build pro-active and positive business relationships with local, national and international members of the media.
- Coordinate the execution of hosted programs for local, national and international members of the media for managed events.
- Coordinate event media accreditation, vehicles and newsrooms, including media and photography briefings and press conferences.
- Assess and respond appropriately to media requests.

## **PERFORMANCE MEASURES**

- Media attendance and satisfaction metrics.
- Budget management.
- Professional productive working relationships with internal and external key stakeholders at all levels.

## **GROWTH AND INNOVATION**

- Review existing methods of public relations and identify opportunities for improving effectiveness, efficiency and productivity.
- Track, evaluate and report on performance, benchmarking against previous activities.
- Work with the PR Manager to develop innovative creative strategies to continue to promote our managed events and profile the state through 'traditional' PR, activations, influencers, ambassadors and creative means.
- Work with ESA's Commercial team to implement PR strategies to maximise the investment of event sponsors.

## **PERFORMANCE MEASURES**

- Business growth targets achieved.
- Reporting.
- Commercial partner contract deliverables met or exceeded.

## **TEAM**

- Actively participate in strategy development workshops.
- Assist in the review of plans and significant projects.
- Be part of a cross organisation collaboration.
- Participate in the Performance Review process and aim to always achieve agreed objectives.
- Be aware of the budgets for the Events PR team.
- Participate in brainstorming and development of innovative ideas and take an active role in the development of campaign concepts and identifying marketing opportunities.
- Demonstrate a commitment to continually expand personal knowledge and skills in relation to PR and media.

## **PERFORMANCE MEASURES**

- Innovative contributions to strategy development and brainstorming sessions.
- Initiative demonstrated in identifying PR opportunities.

## **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 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

**Hitaf Rasheed**  
Executive Director  
Events South Australia

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Signed

\_\_\_\_\_  
Date

Line Manager

**Jessica Battams**  
PR Manager  
Events South Australia

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

Incumbent

**N/A**

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date