

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Project Officer, Events

Purpose of the Position

The South Australian Tourism Commission (SATC) is responsible for the creation, development, and procurement of nationally and internationally recognised events to promote South Australia as a tourism destination, increase its appeal and drive visitation demand. The Project Officer, Events is responsible for coordinating the delivery of key projects, with a focus on Broadcast Production for SATC's managed events.

The SATC owns and manages three events, including the Santos Tour Down Under (TDU), Tasting Australia presented by Journey Beyond (TA) and the National Pharmacies Christmas Pageant (NPCP). The Project Officer, Events is responsible for the coordination and implementation of the broadcast production and distribution for TDU and NPCP programming.

This role will work closely with SATC's marketing department, and cross-collaborate with other areas of the SATC business, in particular Events South Australia and Strategic Communication and Engagement group. The Project Officer will work with a range of external stakeholders and contracted partners including Broadcast Production contractor, and Domestic and International Rights Holders and Distributors.

Position Title:	Reports to:	Position Classification:
Project Officer	Marketing Manager, Events	ASO5 6 month Non-Executive contract (Aug – Feb)
Group / Unit:	Location:	Direct reports:
Events Marketing / Marketing	Level 9, SA Water House, 250 Victoria Square	NIL

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 qualifications in a related discipline such as marketing, communications, journalism, tourism and or business management

SKILLS, EXPERIENCE AND KNOWLEDGE

- Proven project management skills gained, including experience managing multiple projects with tight deadlines.
- Strong knowledge and understanding of media and communications principles
- Previous experience in engaging cross functional teams to develop integrated outcomes.
- High level of understanding of the media landscape and emerging trends.
- Highly developed oral and written communication skills and proven experience in communicating with people at all levels.
- Demonstrated ability to manage multiple projects and competing priorities
- Demonstrated experience in using creative and innovative solutions to deliver against business objectives.
- Experience working within corporate governance frameworks including: budget management, risk management, procurement and contract management.
- Strong written communication skills with ability to prepare detailed briefs/reports for internal and external stakeholders.
- Demonstrable experience of using organisational, project and time management skills to successfully meet competing demands.
- Strong attention to detail.

Desirable Criteria

QUALIFICATIONS

- Post-graduate qualification

SKILLS, EXPERIENCE AND KNOWLEDGE

- Working knowledge of government procurement policy and guidelines.
- Media, broadcast and/or production experience.
- Knowledge of the tourism industry in South Australia.

Competencies

STAKEHOLDER COMMUNICATION	The ability to plan and schedule engagement programs to communicate campaign activity to internal and external stakeholders, including the development of relevant toolkits and materials for optimal integration and success.
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.
DECISION MAKING	Secures relevant information and identifies key issues and relationships; relating and comparing data from different sources; involves appropriate others; chooses an action after developing alternative courses of action that are based on logical assumptions and factual information; and is decisive where required.
PROJECT MANAGEMENT	The ability to plan and schedule a medium to large size project; to involve and allocate appropriate resources; and to bring such projects to completion on time and within budgeted costs.
PLANNING AND ORGANISATION	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of delegations, assignments, or projects. Works systematically and structures own time effectively.
PROBLEM SOLVING	When confronted with a problem tries to understand the “bigger picture” and gathers appropriate information to consult with others and to come to a decision regarding the best possible solution.

Key Responsibilities

BROADCAST MANAGEMENT

- Management and coordination of the Santos Tour Down Under and National Pharmacies Christmas Pageant broadcast production and distribution.
- Day to day contract management of production company and on-air talent including deliverables, KPI's and payment schedule.
- Development of schedules and operational requirements with Marketing, Commercial and Event Delivery teams.
- Effective coordination of editorial, interviews, commentary and programming enhancements to increase appeal and drive demand for South Australia and SATC events.
- Coordination of sponsor deliverables and develop new opportunities for new and existing partners.
- Review and coordinate approvals of programming, graphics, promotional assets and vignettes.
- Work with the Destination Marketing teams to leverage tourism opportunities and an integrated approach, including tourism vignettes and commentary notes.
- Effective management of Event and State brands through programming and graphics.
- Alongside the Marketing Manager work with domestic and international broadcast distributors and rights holders to manage the on-air feed.
- Explore and assess new potential projects to enhance the current broadcast product and distribution with consideration of budget.

PERFORMANCE MEASURES

- Contract management as per agreed KPI's, ensuring effective working relationships between SATC and broadcast contractors.
- Completed project plans and debrief.
- Broadcast production requirements met and event logistics seamlessly managed.
- Work with domestic and international broadcast distribution contractors to maximise online and TV exposure, additional value and achieve growth.
- Successful implementation of new projects.

GROWTH AND DEVELOPMENT

- Review existing methods of broadcast coordination and production to identify opportunities for improving effectiveness, efficiency and productivity.
- Track, evaluate and report coverage, benchmarking against previous year results.
- Work with SATC's Event Commercial team to implement promotional strategies to maximise the investment of event sponsors.
- Work with SATC's Strategic Communication & Engagement group, and Event Management team to review programming to enhance consumer offering and experience.

PERFORMANCE MEASURES

- Business growth targets achieved.
- Commercial partner deliverables met or exceeded, and targets achieved.

AGENCY MANAGEMENT

- Manage and contribute to the review of work processes between SATC and Production company.
- Design and implement streamlined briefing and delivery processes
- Ensure a high standard of work is maintained with the production company.

PERFORMANCE MEASURES

- Exemplary working relationships with external production company.
- Contracted company successfully deliver on mutually agreed outcomes and objectives within set timeframes and within budget

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 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

Erik de Roos
Chief
Marketing Officer

Line Manager

Ruby Hannam
Marketing Manager, Events

Incumbent

Name
Project Officer, Events

Signed

Signed

Signed

Date

Date

Date