

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Digital Marketing & Optimisation Manager

Purpose of the position

Working as part of the SATC’s Digital Marketing team, the Digital Marketing & Optimisation Manager is responsible for the strategy, management, and execution of digital performance media; the provision of insights and expertise to the broader SATC Marketing and Events teams to ensure that the digital aspects of other SATC marketing activity are executed in line with best practice; the use of data and insights to optimise SATC digital assets and customer experience via Search Engine Optimisation (SEO), conversion rate optimisation (CRO), and the delivery of personalised on- and off-site messaging; and the digital stewardship of the tourism industry including running industry workshops and managing the South Australian representation of the Australian Tourism Data Warehouse (ATDW). The Digital Marketing & Optimisation Manager is also responsible for managing the Digital Marketing Coordinator and Digital Experience Coordinator.

Position Title:	Reports to:	Position Classification:
Digital Marketing & Optimisation Manager	General Manager, Digital Marketing	Non-Executive Contract ASO6
Group / Unit:	Location:	Direct reports:
Destination Marketing / Digital Marketing	Level 9, SA Water House, 250 Victoria Square	Digital Marketing Coordinator Digital Experience 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 a passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- A degree in a marketing related discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience with all facets of digital advertising, including search engine marketing (SEM), programmatic display & video advertising, social media advertising and other targeted digital marketing methodologies.
- Demonstrated experience using conversion rate optimisation (CRO) and customer experience (CX) to deliver improved digital outcomes.
- Deep understanding and experience of using SEO to drive organic search traffic
- Ability to interpret data and provide insights for continuous improvement of digital marketing campaigns and website performance.
- Strong understanding and familiarity with Google Analytics and other online measuring tools
- Experience working collaboratively with digital strategy, creative, and media buying agencies on targeted, integrated digital marketing campaigns – from conception through to detailed ROI and conversion tracking
- Familiarity with marketing and advertising technology platforms and how these can be used to set up and monitor complex and large-scale digital marketing campaigns.
- Experience using audience segmentation for digital insights and optimisation of digital media buying and campaign performance.
- Understanding of social media channels and their use in paid campaigns.
- Experience using content management systems.
- Knowledge of branding, marketing communications and media planning and buying.
- Experience delivering presentations to internal and external stakeholders, and ability to effectively communicate technical digital concepts to a non-technical audience.

Desirable Criteria

QUALIFICATIONS

- Further study in digital marketing
- Adobe Advertising Cloud Certificate

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience with Adobe Marketing Cloud platforms (Analytics, Audience Manager, Campaign, Target, Ad Cloud Search & Ad Cloud DSP)
- Experience with customer data platforms (CDP)
- Basic understanding of HTML and JavaScript

Competencies	
ANALYTICAL THINKING	Secures relevant information and identifies key issues and relationships from a base of information. Relates and compares data from different sources and identifies cause-effect.
ATTENTION TO DETAIL	Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time. Establishes and maintains systems and processes which produce a consistent outcome.
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.
TECHNICAL AND PROFESSIONAL KNOWLEDGE	Achieves a satisfactory level of technical and professional skills/knowledge in job-related areas keeps abreast of current developments and trends in areas of expertise.
CONTINUOUS IMPROVEMENT	Continuously seeks (or encourages others to seek) opportunities for different and innovative approaches to address organisational problems and opportunities. Facilitates the use of knowledge or help from outside the workplace. Advocates the need for self or others to seek a better way to address work process issues.

Key Responsibilities

Digital Campaign Management (Performance Media)

- Develop the digital performance media strategy for destination marketing.
- Manage campaign delivery process including communication and collaboration with internal and external stakeholders on the customer experience, production of creative assets, development of landing pages, and ongoing optimisation of campaign activity in order to execute 'always on' performance media activity in both the Australian and key overseas markets which deliver measurable digital outcomes in the most efficient manner possible.
- Work with media buying agencies to ensure paid media automation tools are optimising our spend, while also getting the most efficient returns through AB testing and conversion rate optimisation.
- Work with partners and tourism operators globally to ensure campaigns can be optimised effectively, and insights collected, as a result of data sharing and deployment of conversion pixels on partner websites.

Performance Measures

- Media cost per visit to southaustralia.com, cost per highly engaged user, and cost per lead generated to partners
- Lead generation rate (leads generated/visits)
- Marketing touch rate and cost per downstream conversion where conversion pixels exist on partner website

Marketing Campaign Delivery

- Provide insight and expertise to the broader SATC Marketing and Events teams to ensure that the digital aspects of SATC campaigns are executed in line with best practice and are optimised to deliver appropriate results dependent on the campaign objective (brand awareness, performance)
- Provide guidance on technical specifications and historical performance to enable wider marketing team to develop and create digital assets for campaigns
- Oversee briefing of landing pages for campaigns to ensure a consistent customer experience and that on-site campaign objectives are met.
- Work with Events SA team to ensure external co-op campaigns across business development supported events are integrated with destination activity
- Work with Global Partnerships team to ensure digital co-op campaigns with industry partners deliver appropriate results.
- Manage regular reporting and communication between internal and external stakeholders on digital performance across campaign period.

Performance Measures

- Relevant digital brand metrics (Reach, CPM, CPVM, CPV, CPCV etc.) and performance metrics (cost per website visit, cost per lead, cost per conversion etc.).
- Website usage statistics including visits, bounce rates, conversion rates, engaged users etc.
- Attribution modelling to determine the impact of digital media on other channels and overall conversion volumes.

Digital Optimisation

- Use the SEO agency to develop and manage the SATC's SEO strategy while collaborating and communicating with the Social Media & Content, Digital Development, and PR teams.
- Use keyword research to work with the Social Media & Content team and wider marketing team on the development of timely and appealing website content which both aligns with SATC brand pillars or campaign activity and addresses high volume keywords which consumers are entering into search engines.
- Work with the Social Media & Content and Digital Development teams on technical SEO improvements to improve organic search rankings.
- Use the Digital Strategy agency to develop and manage the SATC's strategy for digital customer experience (CX), data & audience, CRO, and content personalisation, while collaborating and communicating with the Social Media & Content, Digital Development, and wider marketing teams.
- Use DMP or CDP to build actionable digital audiences which allow the delivery of personalisation at scale across owned and paid channels.
- Ensure A/B testing & content personalisation platform is widely used across southaustralia.com to inform future digital development priorities, provide learnings for future activity, and increase engagement with content and the rate at which leads are generated.
- Ensure testing and analysis is performed during digital campaigns in order to provide learnings for future campaigns.
- Manage relationships with tourism partners and operators to set up and implement data sharing, conversion tracking, reporting and optimisation.
- Provide digital analysis and insights to facilitate strategy and planning of marketing activity via regular and timely reports on all elements of digital performance, including search trends, on-site analytics, personalisation and A/B testing, digital audiences, and digital advertising.
- Build high level analytics dashboards for use by internal stakeholders including SATC domestic, international and events marketing teams, and external stakeholders such as trade partners.

Performance Measures

- Keyword rankings
- Organic search volume
- SATC engagement score
- Lead generation rate (leads generated/visits)
- Continuous incremental improvement in key metrics
- Stakeholder satisfaction with analysis and insights delivered, resulting in more informed strategic decision making within the organisation and better quantitative insights being delivered to external partners.

Digital Stewardship and Australian Tourism Data Warehouse

- Oversee the delivery of information, workshops, and presentations to assist the industry to set up, manage, and optimise their digital presence.
- Oversee the management of the ATDW platform and related content at SATC and the external and internal communication and promotion of signing up for and using the ATDW to SA tourism operators as a means to generate free leads for their business
- Provide guidance and oversight to Digital Experience Officer for technical development and best practice use of ATDW platform participation in National ATDW content user group.

Performance Measures

- Regional and SA tourism operator satisfaction with the ATDW service in SA
- Number of SA tourism businesses listed on the ATDW
- Product views and leads generated by ATDW listings on southaustralia.com

Team Leadership

- Manage the Digital Marketing Coordinator and Digital Experience Coordinator including monitoring workloads and assigning and scheduling tasks
- Contribute to SATC project planning and executive reporting as a subject matter expert on digital marketing and optimisation

Performance Measures

- Delivering digital marketing and optimisation outcomes which meet objectives within budget
- Contribute to positive feedback about SATC management via staff satisfaction survey

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

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Edward Brooks
General Manager, Digital
Marketing
Marketing

Signed

Date

Incumbent

Name
Digital Marketing & Optimisation
Manager
Marketing

Signed

Date