

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



Government
of South Australia

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Position Description

Acquisition Executive

Purpose of the position

Forming part of Events South Australia (the events arm of the South Australian Tourism Commission), the Acquisition Executive contributes to the goal of \$12.8 billion in tourism expenditure by 2030 by contributing to the growth of South Australia's calendar of events.

As part of the Acquisition & Development Team, this role will support the Acquisition function by identifying, researching, and procuring new event opportunities for South Australia.

Position Title:	Reports to:	Position Classification:
Acquisition Executive	Acquisition Manager	ASO5
Group / Unit:	Location:	Direct reports:
Events South Australia	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 qualification in Tourism, Marketing, Event Management, Business Administration, or another relevant discipline.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge of major events or demonstrated experience in any or all of the following sectors: major events, tourism, sport, arts, business development.
- Ability to think innovatively in line with strategic imperatives.
- Sound analytical skills.
- Experience in undertaking research and presentation of key findings.
- Demonstrated project management skills.
- Ability to represent the SATC to government, event promoters, key stakeholders and industry groups effectively.
- Effective organisation and time management skills.
- Ability to prioritise tasks and meet deadlines.
- Proven ability to communicate with stakeholders (external and internal) at all levels.
- Proven ability to use initiative and work autonomously.
- Strong written, verbal communication and interpersonal skills.
- Experience in reporting, briefings, document preparation and administration.
- Event management experience.
- Experience in the marketing and promotion of events.
- Event contract management experience.

Desirable Criteria

QUALIFICATIONS

- None

SKILLS, EXPERIENCE AND KNOWLEDGE

- Key contacts in the area of events, tourism, sport, arts, food and drink sectors.
- Knowledge of South Australian tourism products.
- Knowledge of Government Records Management principles and practices.
- Successful record of developing relationships with private and public sector.
- Experience in undertaking research and presentation of key findings.
- Demonstrated knowledge of Microsoft Office suite of computer packages.

Competencies

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
Communication	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication using the appropriate style and grammar for the reader.
Ethics and Accountability	Is honest and ethical in all actions, such that others' trust is developed and maintained; demonstrates behaviour that is consistent with the organisation's direction and values
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.
Planning & 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 delegations, assignments, or projects. Works systematically and structures own time effectively.
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.
Business Acumen	Ensures that own area contributes to the organisation's ability to meet its strategic objectives. Takes business decisions based on cost benefit analysis, business savvy and consideration of organisational constraints and resources
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties support and acceptance

Key Responsibilities

EVENT ACQUISITION

- Identify, research and assess opportunities to bid for new, existing, or proposed events, including studies to determine the viability of tourism, economic, media, social and environmental benefits of such events to the State.
- Develop appropriate bid documentation for presentation, based on research and insights.
- Ensure ESA keeps abreast of emerging trends and competitor movements through monthly reporting.
- Develop and maintain a relationship with allocated organisations to ensure opportunities are uncovered and presented.
- Responsibility for Event Acquisition pipeline management, including generating reports, as required.
- Drive the CRM to ensure KPIs are being tracked and easily communicated.
- Negotiations of allocated agreements to be clear and to provide optimal value for money benefits and opportunity to SATC and South Australia
- Detailed handover of negotiations to Development team member, and involvement as required, to ensure agreement reflects negotiated position.
- Work with Development Executive to assess Regional Event Fund opportunities.

PERFORMANCE MEASURES

- Clear concise reports outlining research undertaken and recommended course of action with event opportunities.
- Maintain the Acquisition Pipeline on CRM
- KPIs met – new events, ROI, visitors, economic impact, media outcomes.

UNIT PLANNING AND SUPPORT

- Contribute to the implementation of Events South Australia's strategic plan, through contribution to operational plans.
- Represent the SATC and ESA at tourism and event industry and inter-agency forums, as required.
- Identify opportunities for improving effectiveness, efficiency and productivity in systems and operations.
- Support activity across SATC, as requested by Executive Director, ESA.

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
Hitaf Rasheed Executive Director Events South Australia	Sally Heading Director, Acquisition & Development Events South Australia	Name Title Events South Australia
Signed	Signed	Signed
Date	Date	Date