

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



**TOURISM.SA.GOV.AU**

# Position Description

## Digital Marketing Coordinator

### Purpose of the position

The Digital Marketing Coordinator is responsible for coordinating and undertaking digital marketing activity to drive traffic to southaustralia.com and drive leads to South Australian tourism operators and industry partners.

Working closely with another Coordinator, the Digital Marketing Coordinator will assist in the coordination of always on paid performance media across domestic and global markets, including collaborating with media buying agencies and various teams within the organisation.

The Digital Marketing Coordinator will also support the Digital Optimisation project by assisting with the analysis of digital metrics, conversion rate optimisation (CRO), search engine optimisation and personalisation of both on- and off-site messaging. Working closely with the wider Digital Marketing team, the position will also ensure tourism products are effectively featured across digital platforms, and will develop and maintain a collaborative working relationship with tourism operators to maximise the number of tourism products featured on southaustralia.com and improve the digital customer experience for consumers interacting with SA tourism operators.

Position Title:	Reports to:	Position Classification:
Digital Marketing Coordinator	Digital Marketing & Optimisation Manager	ASO4 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
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

- Experience or certification in a marketing, communications, tourism or related discipline

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Minimum three years' experience in a similar digital marketing role
- Experience using a range of platforms including website content management systems, databases, Customer Relationship Management systems and Microsoft Office, particularly Excel
- Demonstrated experience coordinating a range of digital marketing activities including SEO, SEM, paid social, programmatic and other digital marketing projects
- Well-developed interpersonal and written and verbal communication skills to work effectively with people at all levels, foster the collaboration with team members and stakeholders
- Sound knowledge of, and experience in applying marketing, branding and digital marketing principles and methodologies, as well as media planning and buying
- Experience interpreting data and preparing insights and reports for a range of audiences utilising Google Analytics and similar measuring tools, with an understanding of digital performance metrics
- Proven ability to work independently, as well as collaboratively in a team and with media agencies under limited direction, prioritise, plan and organise work, utilise initiative and judgement to ensure that the required standards of service and quality are met within tight timeframes
- Demonstrated ability to investigate, research, and problem solve and to analyse and provide information to inform project decision making and reporting

## Desirable Criteria

### QUALIFICATIONS

- Adobe, Google and Facebook certificates in advertising practices

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience using marketing technology platforms
- Basic understanding of HTML
- Understanding of CX principles and methodologies including consumer journey analysis and design
- Knowledge of the tourism and events industry in South Australia

Competencies	
<b>ANALYTICAL THINKING</b>	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.
<b>ATTENTION TO DETAIL</b>	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.
<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>CUSTOMER SERVICE</b>	Proactively develops customer relationships by making efforts to listen to and understand the customer (both internal and external); anticipates and provides solutions to customer needs; gives high priority to customer satisfaction.
<b>INITIATIVE</b>	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.
<b>CONTINUOUS IMPROVEMENT</b>	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.
<b>PROBLEM SOLVING</b>	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.
<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.

## Key Responsibilities

### DIGITAL MARKETING COORDINATION – CAMPAIGN DELIVERY AND ANALYTICS

- Work with Domestic and International Marketing teams to support planning of, delivery, set up and reporting on digital media as a part of domestic, international and trade marketing campaigns (including always on and travel partner integration)
- Support Digital Marketing & Optimisation Manager in liaising with media agency and industry partners for performance media strategy, results and planning
- Support Digital Marketing & Optimisation Manager on regular reporting across marketing cloud technology including Adobe Analytics, customer data platform, key insights from DSP, eDM platform and optimisation and personalisation tool
- Support Digital Marketing & Optimisation Manager with planning, set up and coordination of tagging, conversion optimisation and reporting
- Provide support and guidance, where required, to events marketing team on digital marketing campaign planning and reporting
- Develop and deliver a range of regular and adhoc reports on digital marketing and product performance to provide key insights and interpretation to a range of internal teams and external stakeholders.
- Provide support to internal stakeholders on Adobe Analytics and Google Analytics

### PERFORMANCE MEASURES

- Media cost per visit to southaustralia.com, and cost per lead generated to operators and partners
- Lead generation rate (leads generated/visits)
- 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.
- Stakeholder satisfaction with analysis and insights delivered, and internal team more informed in their campaigns and planning

## **DIGITAL OPTIMISATION AND CONSUMER EXPERIENCE**

- Support the Digital Marketing and Optimisation Manager and digital agency to plan and implement Search Engine Optimisation (SEO) activity aimed at optimising and increasing organic traffic to southaustralia.com.
- Coordinate and undertake a range of activities to support the Digital Marketing and Optimisation Manager in the planning, implementation and delivery of consumer experience activities for southaustralia.com and SATC digital assets including CRO tests and personalisation experiences
- Coordinate and deliver continuous improvement processes including undertaking analysis, review and design activities for the SATC digital presence to improve customer journey.
- Support Digital Marketing & Optimisation Manager in briefing website developments from CRO activity outputs to the digital development team
- Coordinate and implement placement optimisation and integration of products across digital assets and content, to improve consumer experience and generate engagement and leads across southaustralia.com and other digital assets.

## **PERFORMANCE MEASURES**

- Lead generation rate (leads generated/visits)
- Content engagement metrics (time on site, pages per visit)
- Volume of CRO and personalisation campaigns in place

## **PRODUCT AND INDUSTRY MANAGEMENT AND DIGITAL STEWARDSHIP**

- Assist in implementation of engagement processes that promote and generate advocacy of the ATDW and the importance of a digital presence to SA tourism operators to generate value for their business.
- Provide support and guidance to tourism operators with setting up and managing their digital presence.
- Support in the delivery of workshops and presentations internally and externally to assist the industry in managing digital presence and ATDW.
- Support the maintenance of relationships and communications with external stakeholders such as tourism businesses, events, industry groups, regional tourism managers, councils, Tourism Australia etc. with regard to digital products and footprint.
- Support Digital Marketing & Optimisation Manager with digital marketing skill development and capability across the organisation

## **PERFORMANCE MEASURES**

- Workshops, communication tools and engagement with industry.
- Product views and leads generated by ATDW listings on southaustralia.com.
- Industry understanding and satisfaction with SATC digital activity and support.

## **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

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Signed

\_\_\_\_\_  
Date

Line Manager

**Elisha Kendrick**  
Digital Marketing & Optimisation  
Manager  
Marketing

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Signed

\_\_\_\_\_  
Date

Incumbent

**Name**  
Digital Marketing Coordinator  
Marketing

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Signed

\_\_\_\_\_  
Date