

POSITION DESCRIPTION



MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES



Government
of South Australia

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Position Description

Trade Events, Famils & Projects Executive

Purpose of the position

Deliver a range of trade events, trade famils and specified trade marketing projects in collaboration with the Manager, Trade Events, Famils & Projects and Global Markets & Trade team, that contribute to the achievement of Marketing programs that promotes South Australia and create demand for the state.

Position Title:	Reports to:	Position Classification:
Trade Events, Famils & Projects Executive	Manager, Trade Events, Famils & Projects	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

- Tertiary or diploma qualifications in Commercial, Marketing or Business-related disciplines or comparable experience in the national and international tourism industry.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Understanding of the national and international travel trade distribution network and the travel & tourism industry.
- Sound knowledge and understanding of the distribution network.
- Knowledge of 'distribution ready' South Australian tourism product.
- Knowledge of event registrations systems and website content management systems
- Knowledge of the role of the SATC.
- Significant project and/or event management experience including co-ordination from basic concept through implementation to achieve specific outcome and knowledge of relevant procurement requirements.
- Experience in relationship development and management with private and public sector people and organisations.
- Public speaking and presentations.
- Sound written and verbal communication and interpersonal skills and ability to communicate at all levels.
- Demonstrated ability to operate with limited direction and use of initiative and flexibility to manage challenging situations.
- Superior organisation, time management and customer service skills.
- A high level of competency in using the Microsoft Office Suite of computing software.
- Ability and willingness to travel intrastate and interstate on a regular basis as required.
- Ability to perform effectively under pressure and meet deadlines.

Desirable Criteria

QUALIFICATIONS

- Tertiary or diploma qualifications in Event Management or International Tourism.
- A minimum of 3 years' experience in the tourism industry.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Can demonstrate a high level of intuition.
- Knowledge of Famils Database Management system (FDM).
- Proven high level of Business acumen.
- Knowledge of the SATC's operations, policies, procedures and instructions.
- Knowledge of Government Records Management principles and practices.

- Knowledge of work, health and safety legislation.

Competencies

COMMUNICATION / PRESENTATION	Expressing ideas effectively in individual and group situations (including non-verbal communication); presenting ideas effectively when given time for preparation (including use of visual aids); clearly expressing ideas in memoranda, letters, or reports that have appropriate organisation and structure, correct grammar, and language and terminology; and adjusting language tones to the characteristics and needs of the audience.
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.
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.
TIME MANAGEMENT	Organised and efficient in own work habits; plans and priorities time effectively; has tools and/or a system in place to prioritise tasks and keep track of promised actions and important deadlines.
ADAPTABILITY	The ability to adapt one's approach to suit changing requirements in a variety of situations and to maintain effectiveness with different tasks and people, thereby contributing towards creating an efficient, agile organisation. Recovers from setback and maintains a positive outlook when faced with difficult situations.
INFLEUNCING	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

COORDINATE THE DEVELOPMENT AND IMPLEMENTATION OF TRADE EVENTS AND ROADSHOWS

- Coordinate the delivery of, and work with the Manager Trade Events, Famils & Projects to develop, South Australia's presence at major trade shows in Australia (e.g. Australian Tourism Exchange – ATE) and overseas, including SATC participation, SA operator participation where relevant, and any associated functions.
- Coordinate the delivery of, and work with the Manager Trade Events, Famils & Projects to develop SATC initiated trade events such as distribution workshops.
- Review each event through a survey and identify opportunities to improve service delivery.
- Coordinate and implement online registrations systems for SATC owned and managed event participants.
- Develop and implement appointment scheduling for trade events where applicable.
- Coordinate and implement procurement, artwork and exhibition requirements for trade events including venue and audio hire and ensuring adherence to SATC brand guidelines and relevant policies.
- Assist in the bidding process for major trade shows in conjunction with the Manager, Trade Events, Famils & Projects.

PERFORMANCE MEASURES

- Successful organisation of SATC's presence at identified trade shows and roadshows.
- Successful delivery of SATC owned and hosted trade events.
- Ability to communicate effectively with SA operators.
- SA operator and key partner satisfaction with SATC organised or hosted events/roadshows.

PROVIDE ASSISTANCE WITH TRADE FAMILS

- Attend regular product updates and relevant functions and workshops.
- In conjunction with the Global Markets & Trade team, design familiarisation programs for relevant trade events.
- Proficient and timely input of famil information into Famil Database Management system.
- Host familiarisations for travel trade partners as required.
- Positive working relationship with the famil coordinators.

PERFORMANCE MEASURES

- Positive relationships with SA Operators indicated by participation at SATC trade events/trade famils – both quality, variety and quantity measures.
- Increased profile of SA product among trade famils.

COORDINATE THE DEVELOPMENT AND IMPLEMENTATION OF A RANGE OF PROJECTS RELATED TO THE ANNUAL TRADE MARKETING PROJECTS CALENDAR

- Maintain SATC's Trade website including recruitment of SA operators, updating of content, itineraries and trade event information and assist with site marketing to trade partners.
- Identify other opportunities (particularly in relation to new technologies) for the Global Markets & Trade team and implement if appropriate.
- Other activities as requested by the Manager, Trade Event, Famils & Projects.

PERFORMANCE MEASURES

- On-time delivery of the operator listings on the trade website and other publications with sufficient participation by SA operators.
- Accuracy of information displayed on the trade website.

DEVELOP AND STRENGTHEN BUSINESS RELATIONSHIPS FOR TRADE EVENTS, FAMILS & PROJECTS TEAM

- Maintain SATC's relationship with South Australian operators to ensure attendance at relevant trade events is high.
- Develop and strengthen effective working relationships with relevant staff in Tourism Australia (TA) both in Australia and offshore.
- Develop and strengthen effective working relationships with relevant staff at the Australian Tourism Export Council (ATEC) as appropriate both locally and at national level.
- Develop effective working relationships with South Australian operators and where required, provide sensitive advice that supports and effectively promotes their business and the State.
- Professionally represent the SATC at industry functions, seminars and conferences as required, (involving intrastate, interstate and international travel).

PERFORMANCE MEASURES

- Positive relationship with relevant industry partners including SA operators.
- Attendance at key business meetings with internal and external parties and contribution to positive outcomes.

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Successfully complete Standard First Aid qualification and implement training as required.
- 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 and successful completion of required driver training.
- Out of hours work, intrastate, interstate and international travel may be required.

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Executive Manager

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Belinda Barton
Manager, Trade Events, Famils
& Projects
Marketing

Signed

Date

Incumbent

Trade Events, Famils & Projects
Executive
Marketing

Signed

Date