

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



Government  
of South Australia

**TOURISM.SA.GOV.AU**



# Position Description

## Development Executive

### Purpose of the position

As part of Events South Australia's Acquisition & Development Team, the Development Executive oversees the fulfilment of SATC's sponsorship of major, developing and regional events across a large and diverse portfolio, and provides support and influence across the wider SATC network to facilitate leveraging of sponsored events and growth of the events calendar.

Position Title:	Reports to:	Position Classification:
Development Executive	Development Manager	Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Events South Australia Acquisition & Development	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, Event Management, Marketing, Management, Business Administration, or another relevant discipline.

### SKILLS, EXPERIENCE AND KNOWLEDGE

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

## Desirable Criteria

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Event/sponsorship contract management experience.
- Experience in account management.
- Existing network in the following areas: tourism, sport, culture/arts, events.
- Knowledge of South Australian tourism products.
- Demonstrated risk management skills and experience.
- Knowledge of Government Records Management principles and practices.
- Demonstrated knowledge of Microsoft Office suite of computer packages.

Competencies	
<b>Strategic Thinking</b>	Demonstrates a broad-based view of issues, events and activities and a perception of their longer-term impact or wider implications.
<b>Attention to Detail</b>	Accomplishes tasks through concern for all areas involved, showing consideration 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>Decision Making</b>	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.
<b>Planning and Organising</b>	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.
<b>Business Acumen</b>	Ensures that own area contributes to the organisations ability to meet its strategic objectives. Takes business decisions based on cost benefit analysis, business savvy and consideration of organisational constraints and resources.

## Key Responsibilities

### CONTRACT MANAGEMENT

- Ensure all SATC sponsored events and festivals within the portfolio, through the Leisure Event Bid Fund and Regional Event Fund, are delivered in line with contracted sponsorship agreements.
- Establish and adhere to project management best practise across the large and diverse portfolio of SATC sponsored events, in collaboration with Acquisition & Development team members.
- Adhere to the SATC contract and procurement processes during the entire event sponsorship contract management process.
- Plan and monitor the fulfilment of deliverables and key performance indicators to ensure adherence to sponsorship agreement.
- Facilitate sponsorship payments to event organisers in agreed timeframes following the thorough assessment of required plans and reports.
- Work to resolve any issues which arise throughout the duration of the event sponsorship agreement including the event planning and delivery phases, in consultation with event organisers and across the wider SATC.
- Regularly undertake risk assessments and risk mitigation strategies for all SATC sponsored events and festivals within your portfolio and escalate any issues to the Development Manager as required.
- Maintain CRM and other systems for effective management of contracts and stakeholder relationships.
- Contribute to the development and implementation of SATC and ESA strategic and operational plans.

### PERFORMANCE MEASURES

- Contractual requirements of SATC event sponsorship agreements are fully delivered in the agreed timeframes and within approved budgets.
- SATC sponsored events and festivals, including major and regional events, meet agreed objectives and key performance indicators, including economic, media and broadcast benefits to the State.
- Nil audit and compliance issues.
- Proactive contribution to SATC ESA strategic and operational plans.

### SPONSORSHIP AND PROJECT ACTIVATION

- Coordinate the fulfilment of sponsor benefits including preparation of advertisements, brand/signage requirements and ticketing.
- Work with event organisers to identify innovative opportunities to leverage, develop and grow the SATC sponsored events and optimise the return on investment for the State.
- Foster collaboration across the entire Acquisition & Development team and greater Commission through leverage planning, event briefings, event attendance and debriefs.

- Facilitate and monitor the delivery of agreed marketing and promotional support, in consultation with marketing, communications and destination marketing, to drive event attendance and visitation.
- Advocate for the event while integrating the needs of various stakeholders and brokering the needs of internal stakeholders
- Prepare event briefings, presentations and reports and make recommendations to the Director, Acquisition & Development and ESA Executive Director as required.

#### **PERFORMANCE MEASURES**

- Contractual benefits of SATC event sponsorship agreements are fulfilled in the agreed timeframes.
- Leverage plans created and executed for each SATC sponsored major event.

#### **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.

# Position Description

## Development Executive

### Purpose of the position

As part of Events South Australia’s Acquisition & Development Team, the Development Executive oversees the fulfilment of SATC’s sponsorship of major and emerging events across a large and diverse portfolio, and provides support and influence across the wider ESA network to facilitate leveraging of sponsored events and growth of the events calendar.

Executive Manager	Line Manager	Incumbent
<b>Hitaf Rasheed</b> Executive Director Events South Australia	<b>Laura Smans</b> Development Manager Events South Australia	<b>Name</b> Title Events South Australia
<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>