

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Creative Services Manager

Purpose of the position

As brand guardian, the Creative Services Manager will lead and manage a high-performing team in developing and producing world class brand assets that create awareness and consideration for South Australia as a travel destination. You will be responsible for embedding a collaborative and creative team culture and be a conduit across all departments and external agencies to maintain the integrity of the brand by ensuring that all marketing outputs are reflective of brand, attributes, tone and values. Team leadership, skilled project management and oversight of quality creative output are also critical features of this role.

| Position Title: | Reports to: | Position Classification: |
|---------------------------|---|---|
| Creative Services Manager | General Manager, Marketing and Creative Services | ASO6 Non-Executive Contract |
| Group / Unit: | Location: | Direct reports: |
| Marketing | Level 9, SA Water House, 250 Victoria Square / Tarntanyangga, Adelaide SA 5000 | Senior Graphic Designer Content Producer Studio Manager Brand Assets 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

- Tertiary qualifications in Visual Communications or similar, or
- Significant experience in creative direction in agency or corporate setting

SKILLS, EXPERIENCE AND KNOWLEDGE

- Significant experience in managing a commercial brand and developing and maintaining brand guidelines.
- Significant experience in leading the delivery of creative services projects from ideation through to design and production.
- Demonstrated ability to work under broad direction and exercise a significant level of responsibility, judgement, and initiative in resolving complex problems.
- Significant project and time management skills, with a demonstrated track record of delivering on deadline.
- Significant experience in working with external creative agencies and other specialists to develop brand assets that support a brand strategy.
- Experience managing others and fostering a culture which recognises the importance of consultation and collaboration.
- Demonstrated ability to lead and inspire a high-performing team of creatives and providing leading market processes and development opportunities
- Be accountable, driven, self-motivated, results and outcome focused.
- Ability to develop productive and beneficial relationships with internal stakeholders and agency partners.

Desirable Criteria

QUALIFICATIONS

- Master's degree in marketing or business, and/or brand management
- Prior experience with copywriting, design, or production
- Prior project management experience, with a focus on creative direction

SKILLS, EXPERIENCE AND KNOWLEDGE

- Working knowledge of government procurement policy and guidelines.
- Knowledge of marketing principles, and brand strategy including the consistent application of distinctive brand assets.
- Experience in delivering organisation-wide toolkits and information sessions on brand strategy and application, and creative briefing.
- Industry knowledge and contacts of high-quality creatives (e.g., videographers, photographers, drone operators etc) as well as suppliers (e.g., printers, illustrators, cartographers, etc)

| Competencies | |
|----------------------------------|--|
| STRATEGIC THINKING | Demonstrates a broad-based view of issues, events and activities and a perception of their longer-term impact or wider implications. |
| DECISION MAKING | 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. |
| TEAM LEADERSHIP | Uses appropriate interpersonal style and methods to inspire and guide a team toward goal achievement. Facilitates the development of team members' knowledge and skills. Provides timely feedback, guidance, and training to help employees reach their job objectives. |
| PROJECT MANAGEMENT | The ability to plan and schedule a medium to large size project; to involve and allocate appropriate resources; and to bring such projects to completion on time and within budgeted costs. |
| CREATIVITY AND INNOVATION | Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions. |
| PLANNING AND ORGANISATION | 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. |
| PROBLEM SOLVING | 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. |

Key Responsibilities

BRAND MANAGEMENT

- Work closely with the General Manager Marketing and Creative Services to develop a 12-month action plan that delivers agreed key projects and identifies deliverables, required resources, budgets and timings.
- Lead the development of clearly defined and articulated brand guidelines and ensure these are updated on a regular basis.
- Ensure SATC staff understand the brand and its application via training sessions as required.
- Oversee the development and maintenance of all brand assets, conduct regular audits and gaps analysis and plan, and develop a schedule to fill those gaps.
- Identify and explore additional opportunities and partnerships for brand alignment and cooperative content creation.
- Review processes, procedures, and software to ensure maximum efficiency and oversee any improvements.
- Build and nurture key stakeholders' relationships and embed brand where relevant.

PERFORMANCE MEASURES

- Delivery of a team action plan that delivers key projects on time and within budget.
- Delivery of brand guidelines across the organisation.
- Delivery of high-quality brand assets and communication material that supports brand strategy.
- Regular brand training for employees as required.
- Professional and productive working relationships with key stakeholders and external suppliers.

CREATIVE DEVELOPMENT AND DELIVERY

- Contribute to the development and implementation of the SATC's brand strategy and visual identity.
- Contribute to providing feedback and direction on creative briefs, concepts, and executions.
- Provide direction, as required, on all phases of creative development work from concept to completion.
- Oversee, as required, the creation of photo, video, copy, and layout for creative projects.
- Assist in providing oversight and direction on the maintenance and development of the SATC's Media Gallery, ensuring it continues to be a valued and utilised resource for the organisation and tourism industry.
- Determine relevant skill gaps and/or opportunities within the current team and organise training and/or equipment, as required.
- Work with relevant teams and staff to develop a clear video content production plan to service the increased demand for video content across the business.
- Evaluate and adopt the most effective design methodologies, tools and techniques that meet the business objectives and timelines of the organization and stakeholders.
- Foster and maintain exemplary working relationships with internal and external suppliers, leveraging existing business relationships and contacts as much as possible, while continually reviewing and updating.

PERFORMANCE MEASURES

- Innovative contributions to creative development and brainstorming sessions.
- Clear and decisive feedback on creative briefs concepts and executions in a timely manner.
- Delivery of video assets for use on Media Gallery that meet relevant business needs.
- An up-to-date list of preferred suppliers we have positive working relationships with, and their respective skillsets, that serves as a guideline when recommending creative service fulfilment required by external suppliers.

CREATE A POSITIVE TEAM ENVIRONMENT WITH A PERFORMANCE BASED CULTURE

- Lead a team of creative specialists and ensure that all marketing outputs are reflective of brand, attributes, tone, and values.
- Encourage a cross organisation collaboration.
- Lead by example and encourage employee growth.
- Attend and or hold regular staff briefings and encourage constructive feedback.
- Provide appropriate training and development opportunities for staff.
- Clarify and communicate team and individual objectives and gain commitment to achieve results.
- Conduct Performance Reviews against agreed objectives. Motivate and support staff by developing common goals and recognising individual efforts.
- Ensure principles of equal opportunity, fairness, honesty, and respect are exhibited in all interactions in the workplace.
- Celebrate/share successes and achievements of the team.
- Effectively manage poor performance and conduct where needed.
- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.

PERFORMANCE MEASURES

- Implementation and regular review of Personal Development plan for staff member
- Creative briefs to be met efficiently and to a high standard across the business.
- Staff are well informed and have clear avenues for providing feedback
- Poor performance is managed, and an improvement plan identified with clear goals and objectives.

GENERAL ADMINISTRATION

- Manage budgets and ensure projects are delivered on time but also within budget.
- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure the 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 OHSW.
- 100% attendance in relevant safety training i.e safe driver training. Knowledge and appropriate application of OHS&W procedures and policies.

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

Marianthi Livaditis
General Manager, Marketing &
Creative Services
Marketing

Signed

Date

Incumbent

Name
Creative Services Manager
Marketing

Signed

Date