

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



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# Position Description

## Development Executive

### Purpose of the position

As part of Events South Australia’s Acquisition & Development Team, the Development Executive coordinates the delivery and management of the Events and Festivals Program and provides assistance and influence across the wider ESA network including the fulfilment and leveraging of sponsored events, resulting in growth across key tourism metrics and KPI’s.

Position Title:	Reports to:	Position Classification:
Development Executive	General Manager Acquisition & Development	Non-Executive
Group / Unit:	Location:	Direct reports:
Events South Australia / Acquisition & Development	SA Water Building, Level 9, 250 Victoria Square, ADELAIDE	None

### 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 or demonstrated experience in any or all of the following sectors: major events, tourism, sport, arts, business management
- Event management experience
- Experience in the marketing and promotion of events
- Event contract management experience
- 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, tourism industry groups, media and sponsors 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
- 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
- Key contacts 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>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.
<b>Planning &amp; 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

## Key Responsibilities

### CONTRACT MANAGEMENT

- Ensure all events within your portfolio are delivered in accordance with SATC contract and procurement processes, and in line with negotiations
- Work to resolve any issues arising during the contracting and handover phase, including seeking and applying workflow improvements as identified
- Risk Management Assessment undertaken for all event and significant event sponsorships
- Establish and adhere to account management best practise for all sponsored events, including collaborating with other ESA departments as required
- Maintain CRM and other systems for effective management of contracts and relationships
- Prepare reports and make recommendations to the GM Acquisition & Development, ESA Executive Director, SATC CEO, SATC Board, Minister or Premier and Event Advisory Group, as requested

### PERFORMANCE MEASURES

- Contract management process established and executed
- Nil Audit and Compliance issues

### STAKEHOLDER RELATIONS

- Coordinate sponsorship fulfilment of sponsored events including preparation of advertisements, logo/signage requirements, and ticketing
- Work with sponsored events to find innovative opportunities to grow and leverage their events
- Provide advice and support to event organisers in the preparation of event budget and marketing, PR and operational plans
- Identify leveraging opportunities for each REFP sponsored event to optimise the return on investment for the State

### PERFORMANCE MEASURES

- Sponsored REFP events meet key performance indicators by delivering economic benefits and promotion of the State
- Leverage plans identified and communicated to key stakeholders

### SPONSORSHIP ACTIVATION

- Provide account management to ESA's sponsored events as required, to ensure the delivery of sponsor benefits and key performance objectives are achieved
- Strong collaboration across SATC and government to ensure opportunities are developed and maximised
- Work with sponsored events to influence and expand on their existing audiences and eco-systems, including but not limited to local councils and private sector.
- Ensure sponsored events report in a timely manner and deliver on key performance indicators

- Initiate key contacts in the events industry to ensure ESA keeps abreast of emerging trends and event sponsorship opportunities

#### **PERFORMANCE MEASURES**

- Sponsored events meet key performance indicators by delivering economic, media and broadcast benefits to the State
- Demonstrated research & insights resulting in positive case studies and economic/social outcomes

#### **INDUSTRY GROWTH**

- Assist with the organisation of event industry seminars and workshops.
- Disseminate SATC information to event industry and regional stakeholders.
- Represent the SATC and ESA at tourism and event industry, or inter-agency forums, as required
- Contribute to the implementation of Events South Australia's strategic and operational plans

#### **PERFORMANCE MEASURES**

- Industry is properly informed and notified through regular communications
- Proactive contribution to ESA's strategic and corporate plans

#### **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
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel may be required.

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#### Executive Manager

**Hitaf Rasheed**  
Executive Director, Events SA

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Signed

\_\_\_\_\_  
Date

#### Line Manager

**Jenny Mann**  
General Manager Acquisition & Development

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

#### Incumbent

**Name**  
**Development Executive**  
Events SA / Acquisition & Development

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date