

# POSITION DESCRIPTION





# South Australia has cracked something special.

Something so obvious it's taken years to perfect.  
This is Australia's hidden gem, right when you need it. A dreamer's utopia, aged to perfection.

It's the world's biggest and longest experiment in how to live better, dig deeper, find some perspective.

Why chase endless growth, when you can just let things grow? This is a place built for the slow burn, not the burn out.

Where life can be a walk in the park.  
Where old classics mix with the radical new.

A place of deep time, long stories, and ancient Country.

Where better beats bigger, living well instead of living large, honouring values over maximum value.

Whether your dream night is a full plate and a generous pour; a sold-out crowd hanging on every touch; or the next big thing hitting the high note — wherever you go in South Australia, you're met by locals inviting you to share the pleasure they take in what they do.

Here, it's not about taking over the world, it's about making paradise in our little patch of it.

South Australians share a joyful appreciation for what really counts; the simple things that make life meaningful.

And it turns out this way of seeing the world might just catch on if we let it.

*Celebrate the* **SIMPLE PLEASURES**

# Position Description

## Director, Creative & Content (Creative Director)

### Purpose of the position

The Director, Creative & Content is responsible for overseeing and guiding all creative output across the SATC’s portfolio, which includes both destination brand and event brands managed and owned by the organisation. Leading an evolving in-house creative & content team, the Director, Creative & Content plays a pivotal role in shaping and maintaining the visual and strategic integrity of the SATC brands, ensuring that every piece of creative content produced internally meets the highest standards of quality, creativity, and brand consistency.

The Director, Creative & Content’s main purpose is to champion the SATC’s brand creative vision, leading the creative and content team in the development, execution, and refinement of new and existing creative work. This involves not only conceptualising and directing creative projects, but also mentoring team members, setting creative standards, and establishing processes that promote both efficiency and creative excellence. Additionally, the role requires working collaboratively with the SATC’s internal brand team and external creative agencies to ensure seamless integration of ideas, consistency across all brand touchpoints, and the delivery of innovative campaigns that strengthen SATC’s market position.

The role is integral in nurturing a collaborative and innovative culture within the SATC, supporting the ongoing evolution of the SATC’s brands and ensuring that all creative work consistently elevates the organisation’s profile both locally and internationally.

By working closely with external partners and internal SATC staff, the Director, Creative & Content ensures that all creative campaigns are strategically aligned, meticulously executed, and deliver impact. In this capacity, the role will foster collaboration and innovation, driving the development of disruptive and globally competitive marketing ideas.

Position Title	Reports To	Position Classification
Director, Brand & Domestic Marketing (Brand Director)	Chief Marketing Officer	Non-Executive Contract
Group Unit	Location	Direct Reports
Marketing	Level 9, SA Water House 250 Victoria Square	Creative Services Manager Social Media & Content Manager

## 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 passion for excellence and exceeding expectations.

## Essential Criteria

### QUALIFICATIONS

- Tertiary, diploma or degree qualification in Marketing and/or Arts

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated leadership experience in creative ideation and the production of large-scale, integrated marketing advertising campaigns
- Demonstrated experience working in and with creative advertising agencies
- In-depth knowledge of brand strategy, principles of brand development, and marketing science, including application of contemporary marketing models and practices
- Demonstrated ability to interpret strategic marketing problems and translate them into creative advertising ideas
- Demonstrated experience in managing creative resources and the delivery of creative production requirements
- Experience in working with, or as part of, internal / in-house creative agencies
- Proven ability to foster a culture of creativity and innovation with demonstrated success in inspiring creative teams and encouraging original thinking within a fast-paced environment.
- Expertise in digital and emerging media with sound understanding of digital platforms, content trends, and the integration of new technologies in creative campaigns.
- Strong interpersonal and communication skills with an ability to build effective relationships with teams, partners, and clients from diverse backgrounds.
- Experience in mentoring creative professionals, offering constructive feedback, and encouraging team members' career growth.
- Capable of guiding teams through organisational change and adjusting creative workflows to meet evolving business demands.
- Enthusiastic about continuous professional growth by staying updated on industry trends, tools, and best practices for effective creative leadership.
- Demonstrated dedication to diversity and inclusion through fostering inclusive storytelling and representation while developing and executing campaigns.
- Contributed to delivering award-winning creative ideas
- Demonstrated ability to multi-task and juggle conflicting priorities simultaneously
- Strong stakeholder and project management skills
- Demonstrated high-level written and presentation skills
- Experience in working across different teams and stakeholder groups to co-ordinate integrated marketing campaigns within agreed budgets and timelines
- Experience in communicating effectively at Executive and Board level
- Experience in influencing outcomes across an organisation
- Demonstrated ability to perform well under pressure

## Desirable Criteria

### QUALIFICATIONS

- Masters degree and/or additional tertiary, diploma or degree qualifications
- Mini MBA in Marketing and/or Brand Management

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience working in Tourism and/or Destination Marketing
- Knowledge of the (South Australian) Tourism Industry
- Knowledge and understanding of South Australian history and culture

- Establishing or transforming in-house creative agencies

## Competencies

<b>CREATIVITY AND INNOVATION</b>	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
<b>INFLUENCING</b>	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, supervisors) towards desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.
<b>STRATEGIC LEADERSHIP</b>	Creates and achieves a desired future state (vision) for the organisation through influence on organisational values, individual and group objectives, rewards and employee motivation, and systems for change and improvement.
<b>CONTINUOUS IMPROVEMENT</b>	Continuously seeks (or encourages others to seek) opportunities for different and innovative approaches to address organisational problems and opportunities.
<b>STRATEGIC THINKING</b>	Demonstrates a broad base view of issues, events and activities and perception of their longer-term impact or wider implications.
<b>PROJECT MANAGEMENT</b>	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.
<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.

## Key Responsibilities

### CREATIVE DIRECTION, IDEATION AND CONTENT CREATION

- Develop and articulate the overall creative vision and direction for all SATC brand and campaign initiatives, ensuring alignment with organisational objectives and brand guidelines.
- Ensure all creative output aligns with the SATC's brands' identity, tone, distinctive brand assets and strategic objectives.
- Lead, inspire and mentor the team, fostering a collaborative and innovative environment that encourages best-practice ideation and creative problem-solving.
- Provide strategic and hands-on creative direction to ensure the delivery of engaging, on-brand content across digital and social platforms.
- Oversee the end-to-end creative process from concept development through to execution, ensuring all outputs meet quality, consistency, and brand standards.
- Collaborate with internal stakeholders to understand project objectives and translate them into compelling creative solutions.
- Manage relationships and collaborate with creative teams in external creative agencies, as well as freelancers and production partners.
- Champion the integration of creative ideation processes within the in-house agency, embedding design thinking and innovation into everyday workflows.
- Direct the in-house creative team in the development and production of original content, ensuring all deliverables are consistently aligned with brand voice, values, and visual identity.
- Oversee the conceptualisation and execution of campaign assets, from initial brainstorming through to final production, maintaining a focus on innovation and originality.
- Establish and maintain robust content review processes to guarantee high standards of creativity, relevance, and brand compliance across all materials.
- Identify and implement new technologies, creative tools and techniques to keep in-house content at the forefront of industry trends and audience expectations.
- Collaborate with marketing teams to ensure content strategies are integrated and that messaging is cohesive across all platforms.
- Facilitate regular creative workshops and brainstorming sessions to foster an environment of ongoing idea generation and professional growth within the team.
- Champion the use of data and audience insights to inform content direction and maximise engagement and impact.
- Curate a library of best-in-class content examples and resources to inspire and guide the in-house team towards consistently high creative standards.
- Monitor and evaluate creative performance metrics, using feedback and industry insights to drive continuous improvement and elevate the impact of creative outputs.
- Promote professional development and upskilling within the creative team, keeping abreast of the latest trends, technologies and best practices in design, content and branding.
- Ensure all creative outputs adhere to legal, ethical and accessibility standards, safeguarding the reputation and integrity of the organisation's brand.

### PERFORMANCE MEASURES

- Best in class creative outputs
- Creative resource efficiency gains (time, budget)
- Agency-wide brand adoption and proficiency
- Brand Health metrics
- Recognition of in-house produced creative content at appropriate industry awards

## **IN-HOUSE + EXTERNAL AGENCY COLLABORATION**

- Support SATC Marketing Directors / Marketing Managers on briefing and management of external creative services agencies
- Cross-collaborate with external creative agency partners, including delegation, allocation and delineation of creative tasks and deliverables
- In consultation with SATC and Panel Agencies, develop an appropriate working group structure that will meet the desired outcomes and generate best-in-class work
- Work closely with external creative services agencies and their representatives, as well as govern relevant working group meetings and communication channels
- Interpret strategic problems into clear, concise and inspiring creative briefs for external creative services agencies
- Be a key contributor to reviewing and refining creative ideas being presented by external creative services agencies and distilling SATC feedback for consideration
- Consider and explore new ways of working to help maximise creative outcomes, both withing the Panel Agency working group, and between SATC and the Panel Agency working group.
- Work with studio manager and/or marketing project manager to scrutinise internal creative briefs, confirm their need and determine the most appropriate external resource (in-house or external)

## **PERFORMANCE MEASURES**

- Timelines and deadlines met
- Creative and production budgets not exceeded
- Effective balance between in-house and external workload
- Cost savings through improved efficiencies
- Positive working relationship and reputation with external agency partners

## **HIGH LEVEL COMMUNICATION**

- Champion strategic communication initiatives at the senior leadership level, ensuring project awareness, advocacy, and support across a diverse mix of stakeholders. This includes executives, government representatives, and industry partners.
- Expertly manage up, down, and across organisational boundaries.
- Foster and maintain influential relationships with senior representatives of the South Australian Government, media agencies, creative partners, and key players in the tourism sector, facilitating robust collaboration and mutual support.
- Deliver clear and decisive communication and guidance to both senior leaders and internal SATC teams, ensuring alignment with organisational objectives and consistent direction at all levels.
- Encourage open dialogue and feedback mechanisms, promoting transparency and continuous improvement in internal and external communications.

## **PERFORMANCE MEASURES**

- Stakeholder feedback
- Staff engagement surveys

## **TEAM LEADERSHIP**

- Provide vision and leadership to the Creative and Content team by:
  - o Implementing appropriate leadership styles to varying situations in order to achieve understanding of corporate direction, high levels of staff morale and productivity
  - o Advocating and supporting SATC strategic plan objectives
  - o Ensuring all staff undertake a formal bi-annual performance review process, which includes an appropriate professional and/or personal action development plan
  - o Proactively identify skill gaps and learning needs within the team and seek to implement upskilling initiatives or procure external services to support demand.
  - o Ensure ongoing development of staff to support strategic direction and business objectives by providing guidance and training support



- Responsible for continuous communication of SATC plans and decisions through regular meetings and informal monthly gatherings; and
- Ensure principles of equal opportunity, fairness, diversity, honesty and respect are exhibited in all interactions in the workplace

### **PERFORMANCE MEASURES**

- Annual staff survey results
- 100% of staff receive annual performance review process
- Regular WIP meetings held
- Role model SATC values
- Encourage development and training to continue to grow the team
- Promote a culture of innovation, drive and looking to use the latest tools to succeed and keep up with technology and marketing methods in order to succeed

### **BUSINESS & FINANCIAL**

- Responsible for the effective management of the Creative & Content team annual budget: forecasting, tracking, re alignment during the midyear budget review process.
- Contract management: responsible for the Creative & Contents team's contracts with third parties: ensure contracts are updated and are being serviced in accordance to the SATC's procurement processes
- Responsible for complying with the State Governments Communications Advisory Committee (GCAC) process for approval of advertising campaigns and communications activities

### **PERFORMANCE MEASURES**

- Work towards a 1% variance in the total budget at the end of each financial year.
- 100% of creative output has necessary Government approvals

### **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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<i>Executive Manager</i>	<i>Incumbent</i>
<b>Erik de Roos</b> Chief Marketing Officer          _____ Signed          _____ Date	<b>Vacant</b> Director, Creative & Content          _____ Signed          _____ Date

