

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



Government  
of South Australia

**TOURISM.SA.GOV.AU**

# Position Description

## Manager, Strategic Tourism Development

### Purpose of the position

The Manager, Strategic Tourism Development is responsible for driving the long-term growth, competitiveness, and sustainability of South Australia's visitor economy through the development and implementation of high-impact tourism strategies and projects.

A primary focus of the role is to lead destination-wide strategic initiatives, including the identification, planning, and facilitation of major tourism investments and iconic projects that attract domestic and international visitors, enhance brand positioning, and create lasting economic benefit.

The Manager, Strategic Tourism Development also contributes to fostering industry capability and innovation—working with operators, investors, government, and community partners to deliver market-ready products, infrastructure, and experiences that align with the South Australian Tourism Plan 2030 and the South Australian Tourism Commission strategic priorities.

Position Title:	Reports to:	Position Classification:
Manager, Strategic Tourism Development	Director, Regions and Industry Development	Non-Executive Contract (5 years)  ASO6
Group / Unit:	Location:	Direct reports:
Destination Development	Level 9, SA Water House, 250 Victoria Square	N/A

## 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 qualification in Business Management, Project Management, Tourism, or a related field

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Highly developed interpersonal skills and demonstrable skills in working with multi-disciplinary teams
- Proven project and account management skills
- Strong written and verbal communication skills
- Demonstrated relationship building and leveraging skills
- High-level presentation and commercial negotiation skills
- Ability to influence and overcome barriers
- Proactive approach to getting things done
- Business development experience
- An understanding of the tourism landscape in South Australia
- An understanding of tourism distribution
- Experience in government liaison
- Ability to develop comprehensive commercial proposals, including sourcing relevant data and insights
- Extensive experience in strategic tourism planning, investment attraction, or large-scale tourism project delivery.

## Desirable Criteria

### QUALIFICATIONS

- None

#### **SKILLS, EXPERIENCE AND KNOWLEDGE**

- Experience development knowledge
- Business acumen
- Technical and digital knowledge
- Small business management skills
- A sound knowledge of the Australian and South Australian tourism and travel industry, particularly regarding product development, tourism distribution and marketing
- Proven experience in negotiating favourable outcomes with various stakeholders
- Highly developed skills in government liaison and negotiations
- Proven experience with contribution towards Inter-government strategic projects and committees.

Competencies	
<b>Business Acumen</b>	Ensures that own area contributes to the organisation's ability to meet its strategic objectives. Takes business decisions based on cost benefit analysis, business savvy and consideration of organisational constraints and resources
<b>Adaptability</b>	The ability to adapt one's approach to suit changing requirements in a variety of situations, and to maintain effectiveness with different tasks & people, thereby contributing towards creating an efficient, agile organisation. Recovers from setbacks and maintains a positive outlook when faced with difficult situations.
<b>Initiative</b>	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.
<b>Communication</b>	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
<b>Negotiation</b>	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.
<b>Accountability</b>	Is honest and ethical in all actions, such that others' trust is developed and maintained; demonstrates behaviour that is consistent with the organisation's direction, values and policies.
<b>Influencing</b>	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.
<b>Achievement Orientation</b>	Sets high objectives or standards of performance for self, others, and the organisation. Pays particular attention to detail and shows high levels of energy and determination to ensure high standards are achieved.
<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>Strategic Thinking</b>	Anticipates long-term trends and positions the organisation for future opportunities.



## Key Responsibilities

### STRATEGIC TOURISM PLANNING & INVESTMENT

- Lead the development and delivery of medium-to-long-term tourism development strategies and investment plans.
- Identify, scope, and prioritise icon projects and infrastructure needs that have state-wide tourism impact.
- Prepare business cases, investment prospectuses, and policy recommendations for high-value tourism developments.
- Support the tourism industry to develop new and enhanced, demand-driving tourism experiences that appeal to South Australia's target markets in alignment with the South Australian Tourism Commission's strategy and business plans.
- Work with the tourism industry to develop products and experiences that will deliver outcomes supporting the various South Australian brand pillars.
- Provide leadership and guidance to South Australian tourism operators to increase their business capabilities and experience saleability within all distribution channels.
- Actively work with state government, local government, and regional tourism authorities to partner and leverage experience development initiatives.
- Develop comprehensive proposals and deliver presentations when required.
- Undertake research and identify product and experiences gaps and work with key stakeholders to implement solutions.
- Develop strong relationships with key government and private partners to influence conversion of South Australian tourism experiences.

### PERFORMANCE MEASURES

- Positive engagement with local, state, and federal government to influence conversation and new tourism experiences in South Australia.
- Increased number of South Australian tourism products available for domestic and international tourism distribution channels (traditional and online).
- Highly developed relationships with key influencing partners in the state and national tourism industry.
- Delivery of strategic plans and investment frameworks endorsed by key stakeholders.
- Measurable progress in securing funding and partnerships for priority projects.

## RELATIONSHIP DEVELOPMENT

- Actively search for and develop relationships with key tourism industry stakeholders.
- Search for and establish relationships with key stakeholders related to sector priorities.
- Leverage these relationships to ensure favourable outcomes for tourism in South Australia.
- Implement agreed level of contact with key industry customers and stakeholders.
- Work with the industry to provide guidance on product and tourism development to support growth in visitation.

## PERFORMANCE MEASURES

- Positive relationships developed which enhance and improve tourism opportunities within South Australia.
- Positive relationships developed to deliver sector specific projects and Destination Development Action Plans.
- 100% of account managed major projects and tourism operators regularly contacted and progress made on agreed action plans.
- 100% of key industry stakeholders in sector specific areas contacted on a regular basis.
- 100% of regional tourism officers in relevant tourism regions contacted on a regular basis.

## ACCOUNT MANAGEMENT

- Act as a key point of contact for tourism operators across managed regions for all experience development support and enquiries.
- Engage with other SATC departments to provide tourism operator support where relevant.
- Facilitate relationship development to support the development of new tourism experiences and packages.

## PERFORMANCE MEASURES

- 100% up to date data collection of managed accounts.
- Contact details and operator information is regularly updated in Customer Relationship Management (CRM) platform.

## COMMUNICATION

- Where required, assist the Director to communicate the Industry Development Team priorities and outcomes.
- Ensure a continual flow of relevant information to various internal and external stakeholder groups so that they are updated on progress of new experiences and major projects.

## PERFORMANCE MEASURES

- Ad hoc and regular quarterly reporting completed in a timely manner
- Positive feedback from stakeholders

### **ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS**

- Adhere to SATC policies 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.
- The incumbent will 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	Line Manager	Incumbent
<b>Nick Jones</b> Executive Director Destination Development	<b>Miranda Lang</b> Director, Regions and Industry Development Destination Development	<b>Name</b> Manager, Strategic Tourism Development Destination Development
<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>