

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



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# Position Description

## Project Manager, Marketing

### Purpose of the position

As a critical member of SATC's Marketing team, the Project Manager, Marketing, plays a central role in planning and delivering high-impact, integrated marketing initiatives that align with SATC's strategic objectives. You'll oversee complex campaigns across multiple channels, balancing our brand's vision with disciplined project execution. This is a dynamic, fast-paced role that calls for a strategic mindset, exceptional stakeholder management, and strong governance and delivery capabilities. Working closely with internal teams and external agencies, you'll ensure projects are delivered on time, on budget, and to a high standard - all while fostering a culture of collaboration, accountability, and innovation. You'll be part of a warm, driven team that takes pride in meaningful work supporting South Australia's vibrant tourism industry.

Position Title:	Reports to:	Position Classification:
Marketing Project Manager	Director, Marketing & Creative Services	Classification level Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Marketing	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 Marketing, Communications, Project Management, or related field.

**Skills, Experience and Knowledge**

- Significant experience in managing complex, multi-stakeholder marketing or communications projects from strategy to execution.
- Ability to lead under broad direction, exercise sound judgement, and take accountability for complex project delivery.
- Strong experience coordinating cross-functional teams to deliver integrated campaigns.
- Proven track record in managing competing priorities and tight deadlines in a high-volume, fast-moving environment.
- Strong understanding of government or regulated industry environments, including procurement and approval processes.
- Demonstrated ability to build effective relationships with internal stakeholders, agencies, and suppliers.
- Experience with project and financial management tools (e.g., Monday.com, procurement systems).
- Excellent communication skills with a strong ability to brief, report and influence across levels.
- Meticulous attention to detail—particularly in scheduling, documentation, and budget tracking.
- Self-motivated, proactive, and results-driven, with the ability to lead others and drive progress.

**Desirable Criteria****Qualifications**

- Project Management certification (e.g. PRINCE2, AgilePM).

**Skills, Experience and Knowledge**

- Familiarity with SA Government procurement policies and procedures.
- Understanding of the South Australian tourism landscape, regional priorities, and audiences.

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>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>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. Presents ideas in a clear, concise, organised, and persuasive manner and watches attentively for the reactions and feelings being expressed by others in discussions.
<b>Achievement Orientation</b>	Sets high objectives or standards of performance for self/staff, others, and the organisation. Pays particular attention to detail and shows high levels of energy and determination to ensure high standards are achieved.
<b>Team Leadership</b>	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.
<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>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>Planning &amp; Organisation</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>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****Project Management and Delivery**

- Lead the planning and rollout of marketing projects from start to finish, making sure they align with SATC's goals and work across all relevant channels.
- Lead pre-project engagement to understand team needs and preferences, and maintain strong relationships through regular one-on-ones and team check-ins.
- Build clear project plans and timelines with input from the team and agency partners, so everyone knows what's happening and when.
- Oversee delivery of campaign elements – including creative, media, and approvals – keeping things moving and on track.
- Make it easy for the broader business to stay informed by sharing key updates through presentations, info sessions, or tailored comms.
- Set up simple, effective tools and processes to help everyone stay aligned and avoid confusion throughout a project.
- Keep a close eye on budgets, risks and timeframes and flag any issues early to avoid surprises.
- Ensure campaigns meet governance and procurement requirements, including SA Government policies and advertising guidelines.
- Track progress and share clear updates with senior leaders and project sponsors, so they always know where things stand.
- Wrap up projects with proper documentation, learnings and next steps, so future work is easier and better informed.

**Performance Measures**

- Projects delivered on time, within scope and budget.
- Campaign performance reported clearly and accurately to stakeholders.
- Records and documentation are consistently maintained and accessible.
- Government advertising guidelines (e.g. GCAC) are adhered to.
- Positive feedback from team members and stakeholders on project execution.

**Project Leadership and Strategic Collaboration**

- Lead cross-functional project teams, setting clear accountabilities and driving a results-oriented culture.
- Act as the central conduit across internal teams and external partners including agencies, finance, procurement and legal.
- Influence and align internal teams to resolve complexity and ensure buy-in across departments.
- Ensure effective collaboration with Events Marketing and Destination Marketing to deliver integrated campaigns that align with SATC's centres of excellence.
- Liaise closely with the Destination Development team to ensure regional needs and opportunities are reflected in campaign strategy and execution.
- Work with Corporate Communications to align messaging, stakeholder engagement, and media opportunities across projects.

- Facilitate regular project meetings, briefings, stakeholder engagement sessions and reporting updates.

#### **Performance Measures**

- Projects are delivered with clearly defined roles, responsibilities, and accountability across cross-functional teams.
- Stakeholders report high confidence in project leadership, communication, and decision-making.
- Senior leaders are consistently informed of progress, risks, and outcomes through timely and strategic updates.

#### **Continuous Improvement and Governance**

- Evaluate and refine project management processes for greater efficiency and impact.
- Lead the introduction of new tools or ways of working that improve delivery outcomes.
- Champion innovation in campaign development and execution that supports strategic goals.
- Actively build knowledge and expertise across marketing, media and creative to enhance internal capability.

#### **Performance Measures**

- Evidence of continuous improvement and innovation in project delivery.
  - Active contribution to strategy development and team planning.
  - Personal development initiatives align with SATC's business objectives.
- Regular collaboration with agencies and partners to foster stronger working relationships.

#### **Organisational Contribution and 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	Line Manager	Incumbent
<b>Erik de Roos</b> Chief Marketing Officer Marketing	<b>Marianthi Livaditis</b> Director, Marketing and Creative Services	<b>Name</b> Title Marketing
<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>