

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Marketing Coordinator

Purpose of the position

The Marketing Coordinator works with the Marketing Manager, to implement marketing campaigns that will deliver against agreed marketing objectives and calendar of activity for the SATC’s domestic target markets.

| Position Title: | Reports to: | Position Classification: |
|-----------------------|---|--------------------------------|
| Marketing Coordinator | Marketing Manager | ASO4 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 or tourism related field.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in the implementation of advertising campaigns, including briefing suppliers and managing supplier relationships.
- Experience in production of marketing collateral from brief stage through to production and distribution.
- Knowledge of advertising and media buying strategies.
- Knowledge of the principles of marketing.
- Willingness to take direction, use initiative, work independently and be a team player.
- Ability to communicate effectively, both verbally and in writing, with people at all levels with a demonstrated ability to prepare and deliver compelling presentations.
- Excellent project, budget, and time management skills.
- Ability to work effectively in an open plan team environment as well as working from home when required.
- Ability to understand research and analyse data.

Desirable Criteria

QUALIFICATIONS

- Relevant training or qualifications in Digital Marketing and/or CX journey mapping.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Working knowledge of government procurement policy and guidelines.
- Demonstrated knowledge of the South Australian tourism industry, its destinations, and its competitors.
- Experience in national and local campaign coordination.

| Competencies | |
|---------------------------------------|--|
| Attention to Detail | Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period. Establishes and maintains systems and processes which produce a consistent outcome. |
| Creativity & Innovation | Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions. |
| 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. |
| Planning & 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. |
| Adaptability & Flexibility | 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. |
| Initiative | 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 acts. |

Key Responsibilities**EFFECTIVE COMMUNICATION**

- Work with internal and external stakeholders to ensure marketing activities are integrated and leveraged to their full potential.
- Contribute to providing feedback on creative concepts, executions, media strategies and plans.
- Provide regular updates to; Marketing Manager, broader Marketing team and internal stakeholders on campaign activities, results and learnings including Project Manager, and Marketing Manager.
- Maintain sound records of campaign and project activities, in the form of, creative and media performance tracking, evaluations and benchmark against previous campaign results.

PERFORMANCE MEASURES

- Project completed within 1% of prescribed budget
- Relevant Marketing and/or Project Manager is kept properly informed of relevant activity
- Records kept are accessible, easy to read and regularly maintained
- Adhere to Government advertising processes e.g., GCAC guidelines
- Development and maintenance of a campaign performance dashboard.

MARKETING COMMUNICATIONS ACTIVITY

- Participate in the planning and development of marketing strategies and annual marketing plans.
- Contribute to the preparation of creative and media briefs.
- Prepare campaign and project plans and associated documents such as budget breakdowns and timelines ensuring they are executed on time and within budget.
- Work with Partnerships team to incorporate retail campaigns and retail call to actions on domestic campaigns.
- Coordinate the execution of all production requirements for domestic marketing campaigns.
- Maintain and report on campaign results through developing integrated campaign presentations and inputting data into the campaign performance dashboard.
- Maintain and improve South Australia's suite of Road Trip maps, including map production and distribution, integrated marketing activity and communication.
- Continue to drive implementation of SATC's Wellness Tourism Strategy by developing a consumer and industry focused resource hub to assist in building awareness.

PERFORMANCE MEASURES

- Successful implementation of marketing communication projects within prescribed timelines and budgets
- Professional and productive working relationships with internal and external key stakeholders at all levels
- Relevant stakeholders and senior management are informed of campaign results on a regular basis, to properly inform organisation of campaign progress and outcomes.

ADVICE AND DEVELOPMENT

- Participate in brainstorming and development of innovative ideas and take an active role in the development of campaign concepts and identifying marketing opportunities.
- Demonstrate a commitment to continually expand personal knowledge and skills to relation to marketing communication.

PERFORMANCE MEASURES

- Innovative contributions to strategy development and brainstorming sessions
- Initiative demonstrated in identifying marketing opportunities

EFFICIENTLY UTILISE EXTERNAL RESOURCES

- Contribute to the review of work processes between SATC and Advertising and Media Agencies.
- Contribute to streamlined briefing and delivery processes.
- Ensure the standard of strategic and creative work maintains a high standard with the appointed Advertising Agencies.
- Communicate with Regional Marketing Managers to ensure a reciprocal exchange of relevant and important information.
- Coordinate biannual Regional Reports on behalf of SATC Marketing to be shared with Regional Tourism Managers

PERFORMANCE MEASURES

- Satisfactory working relationship with external agencies.

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

Emma Rains
Marketing Manager
Marketing

Signed

Date

Incumbent

Name
Marketing Coordinator
Marketing

Signed

Date