

An aerial photograph showing a white van parked on a wide, sandy beach. The beach is bordered by the ocean on the right and a pinkish-red area on the left. The text 'POSITION DESCRIPTION' is overlaid in the center of the image.

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



**[TOURISM.SA.GOV.AU](http://TOURISM.SA.GOV.AU)**



# Position Description

## Production Coordinator

### Purpose of the position

Reporting to the Creative Services Manager, the Production Coordinator will work alongside our in-house Content Producer, Studio Manager and Brand Assets Coordinator. Your key role will be the organisation and production of small to large scale photography and videography shoots that will deliver against agreed marketing objectives and calendar of activity. As Production Manager, you are expected to execute shoot management logistically and practically and direct both creatives and talent to ensure best outcomes. The role will also encompass administrative support to the broader Marketing and Creative Services and Social & Content Teams when required.

The primary objective of these shoots will be to build awareness and drive demand for South Australia and will support major brand activations and tactical campaigns. Content will be utilised across a wide range of channels and for a multitude of audiences in line with the South Australian Tourism Commission’s strategic priorities.

Position Title:	Reports to:	Position Classification:
Production Coordinator	Creative Services Manager	Non-Executive
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

- Under-graduate or vocational qualification in, Media Production, Visual Communication, or related field.

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Proven record of shoot productions and planning or project management.
- Previous experience of working with photographers, videographers and talent.
- Ability to build and maintain relationships with tourism operators, councils and regulatory bodies, photographers, videographers and hired talent.
- Exceptional project and time management skills.
- Willingness to take and give 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 manage stakeholders.
- Excellent attention to detail.
- A good knowledge of using the tools within Adobe Creative Cloud Suite

## Desirable Criteria

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Graphic Design skills.
- Editing and video skills
- Drone filming experience is an advantage.
- Knowledge and understanding of the travel industry.
- First Aid experience

**Competencies**

<p><b>TEAMWORK</b></p>	<p>The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.</p>
<p><b>PLANNING AND ORGANISING</b></p>	<p>Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of assignments or projects. Works systematically and structures own time effectively.</p>
<p><b>INITIATIVE</b></p>	<p>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.</p>
<p><b>COMMUNICATION</b></p>	<p>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.</p>
<p><b>CREATIVITY AND INNOVATION</b></p>	<p>Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.</p>

## Key Responsibilities

### PRODUCTION PLANNING

- Working closely with the Marketing, Social & Content and Creative Services team via the Studio Manager to respond to briefs and develop production shoot schedules against deliverables.
- Supporting the Content Producer and Brand Asset Coordinator with the organising and planning of photography and videography shoots against internal briefs.
- Coordinate with external visual asset suppliers and brief them on planned shoots.
- Develop and maintain relationships with agencies and talent.
- Negotiate usage rights and manage talent release forms and property release forms.
- Responsible for collation of all risk information, council/National or Marine Park permit requirements, relevant drone licenses.
- Organise transport, catering, accommodation, stylists and other suppliers when required.
- Establish working relationships with relevant internal and external stakeholders.
- Maintain brand consistency and adhering to established brand identity on all projects.
- Maintain organised content files and assist to organise and archive existing assets.
- Undertake other duties to support to the Content Producer such as lens changes, battery changes, downloading of content and on-shoot coordination.

### PERFORMANCE MEASURES

- Well managed and organised production shoots
- Delivery of high standard content that is effective and adheres to brand guidelines.
- Positive relationships with all internal and external stakeholders.
- Presentation of ideas in a clear, concise, and persuasive manner.

### SHOOT MANAGEMENT

- Continually monitor and maintain shoot progress against planned timelines and budgets.
- Identify and liaise with suitable contractors, service providers and equipment suppliers to meet shoot requirements.
- Ensure all persons on a shoot adhere to Health & Safety processes for their own welfare.
- Responsible for run sheets, wardrobe, make up, food etc whilst on shoots.
- Good communication support across all crews, talent, SATC staff to ensure all teams are aware of shoot deliverables and activities.

### PERFORMANCE MEASURES

- Success in meeting project objectives, deadlines and budgets.
- Quality control and fact / proof checking.
- Records and archives are kept up-to-date and are accurate.
- Follow up and de-brief shoots where necessary.

#### **CONTENT SUPPORT**

- To store, label and archive files from photography and videography shoots.
- To create small edits from stock footage to support the marketing team and for use on the South Australia Media Gallery
- To create small video edits to support the social media team where needed
- To assist the Brand Assets Coordinator with the upload/metadata/deletion/archiving of footage to the South Australia Media Gallery.
- Organise photography and videography content from previous shoots and create a well-maintained filing system.

#### **PERFORMANCE MEASURES**

- Files are transferred on to the South Australia servers where applicable
- Stock footage edits completed where necessary.
- Records and archives are kept up-to-date and are accurate.
- Final curated images and content uploaded to the South Australia Media Gallery.

#### **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.

# Position Description

## Production Coordinator

### Purpose of the position

To work alongside the Content Producer and Brand Asset Coordinator. Arrange and oversee photography and videography shoots. You will develop great relationships with external suppliers including photographers, videographers, drone operators, talent, stylists, and tourism operators. The Production Coordinator will liaise with relevant authorities and gain permissions and licences where applicable. You will be required to manage and store images and footage in-house. You will also support the Brand Assets Coordinator with final edited and curated footage into the South Australia Media Gallery with all relevant tags and metadata added. When needed, you will also support the Social Media and Content team with small video edits for use across social platforms.

The primary objective to these shoots will be to build awareness and drive demand for South Australia through the captured images and video. The role will support major brand activations and tactical campaigns. Content will be utilised across a wide range of channels and for a multitude of audiences in line with the South Australian Tourism Commission’s strategic priorities.

Executive Manager

**Erik de Roos**  
Executive Director  
Marketing

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Signed

\_\_\_\_\_  
Date

Line Manager

**Chris Fox**  
Creative Services Manager  
Creative Services, Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

Incumbent

**Name**  
Title  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date