

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Marketing Manager, Intrastate

Purpose of the position

The Marketing Manager, Intrastate is responsible for increasing awareness and demand for South Australia through sound brand strategy and the delivery of integrated marketing campaigns. In addition, the Marketing Manager supports the General Manager, Marketing & Creative Services with the development and implementation of marketing strategies, with specific expertise and attention for the Intrastate market, that deliver against agreed marketing objectives, and ROI. This role also works with internal and external stakeholders to ensure marketing strategies are thoroughly communicated, integrated, and leveraged to their full potential.

Position Title:	Reports to:	Position Classification:
Marketing Manager, Intrastate	General Manager, Marketing & Creative Services	ASO6 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Marketing	Level 9, SA Water House, 250 Victoria Square / Tarntanyangga, Adelaide SA 5000	Marketing Coordinator

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 qualifications in a discipline such as marketing, tourism and or business management

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in developing marketing strategies that deliver against business objectives.
- Significant experience in leading the delivery of a campaign from briefing through to production and distribution.
- Proven experience engaging cross functional teams to develop integrated campaigns.
- Proven experience measuring and evaluating activity (ROI) and experience in using analytic tools.
- High level of understanding of the media landscape and emerging trends.
- Highly developed oral and written communication skills and significant experience in communicating with people at all levels.
- Demonstrated experience in using creative and innovative solutions to deliver against business objectives.
- Demonstrated success leading staff to achieve strategic corporate and business objectives.
- Significant high level project management skills gained in a consumer marketing environment, including experience managing multiple projects with tight deadlines.

Desirable Criteria

QUALIFICATIONS

- Relevant qualifications in Customer Experience (CX) Strategy Design, or
- Relevant qualifications in Digital Marketing, e.g., Adobe Analytics, Google, or
- Tertiary, diploma, or degree qualification in Management, Marketing, or a Business-related discipline

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 Customer Experience (CX) Strategy Design, and its application to campaign implementation
- Knowledge of Digital Marketing and its application to creative concept development and media planning.

Competencies	
STRATEGIC THINKING	Demonstrates a broad-based view of issues, events and activities and a perception of their longer-term impact or wider implications. Ability to determine all available data points and summarise key insights and translate them into actionable recommendations for marketing activity.
TEAM LEADERSHIP	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.
STAKEHOLDER COMMUNICATION	The ability to plan and schedule engagement programs to communicate campaign activity to internal and external stakeholders, including the development of relevant toolkits and materials for optimal integration and success.
CREATIVITY AND INNOVATION	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
DECISION MAKING	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.
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 AND 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.
PROBLEM SOLVING	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

MARKETING AND CAMPAIGN ACTIVITY

- Lead and oversee the implementation of all marketing activity ensuring campaigns are fully integrated across digital, social, content, PR and partnerships.
- Be a champion within the organisation for the SATC brand platform – including our purpose, vision, and brand assets – and advocate to increase visibility of the team’s campaigns both internally and externally.
- Manage the planning and development of intrastate marketing strategies and annual marketing plan.
- Understand the Customer Experience and path to purchase and identify points to increase engagement and bookings.
- Monitor and assess market trends and the competitive landscape to help identify strengths, weaknesses and opportunities.
- Use all available data and insights to monitor performance and optimise accordingly and use all learning to inform future strategies.
- Implement clear objectives and metrics and then evaluate and report on effectiveness with an ROI focus.

PERFORMANCE MEASURES

- Successful delivery of marketing strategies and an annual marketing plan that deliver against agreed business objectives.
- Successful delivery of fully integrated marketing campaigns that ensure a consistent message across all consumer touchpoints
- Successful implementation of marketing communication projects within prescribed timelines and budgets
- NVS Survey results and BDA communications tracker
- Southaustralia.com visitation and ATDW leads for key campaign moments

HIGH-LEVEL COMMUNICATION

- Prepare all agency briefs and lead the subsequent feedback on creative concepts, executions and media strategies and plans. Ensure feedback is delivered in a timely manner and is supported by a clear rationale.
- Ensure all activity is measured and provide comprehensive reports that demonstrate how activity delivered against agreed strategic business objectives.
- Ensure all campaign (brand and tactical) reporting metrics are centralised and distilled into a digestible format that can be shared with stakeholders on a regular basis.
- Communication of marketing activity to relevant internal and external parties, including key stakeholders in South Australia’s tourism regions.
- Contribute to written Communication Plans and Evaluation documents as a requirement for all campaign activity, to be submitted to the Department of Premier and Cabinet.

PERFORMANCE MEASURES

- All key stakeholders are properly informed of any relevant activity through a legacy stakeholder engagement program
- Delivery of creative briefs that reflect business objectives and KPI's and provide clear direction to the agency
- Results are collated and distributed in a timely manner
- Records kept are accessible, easy to read and regularly maintained
- Adhere to Government advertising processes e.g., CAP guidelines

CREATIVITY AND DEVELOPMENT

- Consistently analyse existing methods of marketing communication and identify opportunities for improving effectiveness, efficiency and productivity of marketing systems and activities.
- Take an active role in brainstorming and developing new, creative, and innovative ideas that deliver against strategic business objectives.
- Demonstrate a commitment to continually expand personal knowledge and skills in relation to marketing communication.

PERFORMANCE MEASURES

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

TEAM LEADERSHIP

- Effectively manage team members including assisting to identify priorities
- Encourage a cross organisation collaboration.
- Lead by example and encourage employee growth.
- Provide appropriate training and development opportunities for staff.
- Conduct Performance Reviews against agreed objectives and provide meaningful feedback including constructive feedback
- Celebrate/share successes and achievements of the team.
- Effectively manage poor performance and conduct where needed.
- Ensure principles of equal opportunity, fairness, honesty, and respect are exhibited in all interactions in the workplace.

PERFORMANCE MEASURES

- Implementation and regular review of Personal Development plan for staff member
- Staff are well informed and have clear avenues for providing feedback
- Role model the SATC Marketing Team Values and SATC corporate values
- Poor performance is managed, and an improvement plan identified with clear goals and objectives.

AGENCY MANAGEMENT

- Manage and contribute to the review of work processes between SATC and Advertising and Media Agencies
- Design and implement streamlined briefing and delivery processes
Ensure the standard of strategic and creative work maintains a high standard with the appointed Advertising Agencies

PERFORMANCE MEASURES

- Exemplary working relationships with external agencies.
- Contracted agencies successfully deliver on mutually agreed outcomes and objectives within set timeframes and within budget

BUSINESS & FINANCIAL

- Adhere to Government advertising processes e.g., CAP guidelines
- Support SATC's Executive Services with requests for: Ministerials, Cabinet Submissions, Freedom of Information requests, Annual Report, Budget Portfolio Statements, Estimates, Parliamentary Briefing Notes etc
- Manage budgets and ensure projects are delivered on time but also within budget.
- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.

PERFORMANCE MEASURES

- Work towards a 1% variance in the total budget for intrastate at the end of each financial year.
- Timely delivery of requested documentation from Executive Services

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 a biannual 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

Marianthi Livaditis
General Manager, Marketing and
Creative Services
Marketing

Signed

Date

Incumbent

Name
Title
Marketing

Signed

Date