

# POSITION DESCRIPTION



MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES



Government  
of South Australia

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# Position Description

## Manager, Domestic Partnerships

### Purpose of the position

The Manager, Domestic Partnerships is responsible for leading the domestic partnerships team to grow the profile of South Australia as a destination domestically, and contribute to the growth of South Australia's Visitor Economy. The role is responsible for planning, managing and implementing activity with domestic partners, including but not limited to airline, wholesale and retail agents, tour operators, motoring organisations and online travel agents.

Position Title:	Reports to:	Position Classification:
Manager, Domestic Partnerships	General Manager, Global Markets & Trade	Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Marketing, Global Markets & Trade	Level 9, SA Water House, 250 Victoria Square	2 Marketing Executives

### 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 marketing, tourism or a relevant discipline
- Ideally minimum of ten years' experience in the tourism industry

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in the tourism industry, particularly working with travel partners
- Demonstrated ability to create, develop and implement commercial plans that include marketing and relationship driving activity with appropriate metrics
- Proven experience in coordinating the development and implementation of tactical cooperative marketing campaigns with trade partners including but not limited to; airline, wholesale and retail agents, tour operators, motoring organisations and online travel agents
- Proven understanding of traditional and non-traditional marketing practices including but not limited to partnership marketing, digital, PR, and social media marketing
- Sound knowledge of the travel distribution system
- Desire to stay informed about industry trends and domestic traveller insights that influence campaign activity
- Proven leadership and management skills
- Ability to effectively manage budgets
- Knowledge and ability to prepare contractual documents for legal review
- Excellent presentation and public speaking skills
- Desire and ability to travel interstate to meet with partners and to attend events and tradeshows as required
- Strong relationship development skills
- Proven negotiation and mediation skills
- Proven ability to plan, organise and manage time productively
- Proven analytical and problem-solving skills
- High proficiency to perform effectively under pressure and meet deadlines
- A high level of competency in using the Microsoft Office Suite
- Experience leading teams

## Desirable Criteria

### QUALIFICATIONS

- Post graduate studies in business, commerce or marketing

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge of the SATC's operations, policies, procedures and frameworks.
- Ability to summarise and communicate relevant information about domestic partnerships activity and campaigns into Ministerial and government briefing documents
- Knowledge of South Australia's tourism product

Competencies	
<b>Communication / Presentation</b>	Expressing ideas effectively in individual and group situations (including non-verbal communication); presenting ideas effectively when given time for preparation (including use of visual aids); clearly expressing ideas in memoranda, letters, or reports that have appropriate organisation and structure, correct grammar, and language and terminology; and adjusting language tones to the characteristics and needs of the audience.
<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>Teamwork</b>	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.
<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>Adaptability/Flexibility</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>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>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.

## Key Responsibilities

### MANAGEMENT OF GENERAL MARKETING ACTIVITIES AND FAMILIARISATIONS

- Establish the Domestic Partnerships strategy based on strong insights, budgets and overall SATC destination brand direction
- Oversee the implementation of cooperative marketing campaigns with trade partners including but not limited to; airline, wholesale and retail travel agents, inbound tour operators, motoring organisations and online travel agent partners.
- Ensure marketing is aligned to SATC's strategy and brand guidelines
- Allocate suitable number of partners for management across each team members to ensure an effective approach and suitable workload per team member
- Manage an assigned list of partners
- Oversee approval of campaign briefs and activity implementation
- Provide information to SA operators and enlist support for participation in various marketing activities, including co-operative marketing campaigns
- Liaise with other SATC units (Destination Development, Digital, PR, Trade Events, Projects and Famils) to deliver joint outcomes
- Conduct training to domestic partners as required either online or in person
- In conjunction with the trade familiarisations unit, assist in the coordination of familiarisations for domestic partners. Ensure famils are aligned to relevant operators for consumers they represent.
- Strive for efficient use of resources – managing the administrative elements of the role, but ensuring focus is on delivery of KPIs and increased visitation and expenditure.
- Professionally represent the SATC at industry functions, seminars, trade and consumer shows, roadshows, missions and conferences within Australia and overseas as required
- Ensure the team have clear goals, objectives, action plans and performance measures in line with the SATC Annual Marketing Plan
- Other marketing activity and special projects as directed by the General Manager, Global Markets & Trade

### PERFORMANCE MEASURES

- 12 month domestic partnerships calendar creation
- Creative production of campaigns aligned with SATC brand guidelines
- Positive relationship with key industry partners
- Successful negotiation of cooperative marketing campaigns
- Relevant operators used in familiarisations
- Efficient delivery of requested tasks
- Positive relationship across the team and wider SATC

## **BUSINESS PLANNING, REPORTING AND CONTRACTING**

- Lead monthly reporting for the management and analysis of budgets and annual operating plan, including KPI's
- Oversee the contracting, and in collaboration with the legal team manage any requests of a legal nature related to cooperative campaigns with industry partners within domestic partnerships team
- Manage all records of all co-operative marketing campaigns and other SATC initiatives including measurement and evaluation against objectives
- Assist with Ministerials and Board requirements, providing accurate and up to date information, for internal communication
- Prepare ad hoc reports as requested by the General Manager, Global Markets and Trade

## **PERFORMANCE MEASURES**

- Effective monitoring of monthly marketing and financial reporting
- Ensure campaign briefs, campaign material and results are received and filed effectively into sharepoint files.
- Marketing and famils budget managed within SATC guidelines

## **FINANCIAL REPORTING**

- Oversee management of the budget tracker to ensure any overspend or shortfall to budget is updated to General Manager, Global Markets and Trade in a timely manner
- Support the General Manager, Global Markets and Trade with fiscal management via input into budgets, cash flows and joint reviews, monitoring and approval of expenditure ensuring auditory and reporting processes are followed.
- Monitor and process expenses within approved financial delegation
- Keep budget tracker updated and a detailed quarterly report to balance in line with end of year financial targets

## **PERFORMANCE MEASURES**

- Effective monitoring of financial reporting
- Report and provide rationale on all variances, with input from in-market offices
- Ensure all invoices are processed in accordance with SATC 2012 Finance policy to ensure best practice
- Ensure variances do not exceed 1%, and annual budget within 0% at end of Financial year.

## COMMUNICATION

- Represent the domestic partnerships team at all relevant marketing department updates and brief the team accordingly
- Work collaboratively with the domestic creative, PR, digital and content team to ensure that public relations, social media activities and brand messages are fully integrated into annual operating plans and day to day activities
- Ensure effective communication across the domestic partnerships team
- Assist South Australian operators in the promotion of their products to relevant markets (provided they are 'national and international distribution ready' before recommending participation in co-operative marketing programs and tradeshow)

## PERFORMANCE MEASURES

- Accuracy of content on SATC generated platforms
- Implementation of relevant marketing activities
- Campaign activity in line with internal brand messaging guidelines

## LEAD & INSPIRE TEAM

- Communicate team and individual objectives to achieve results
- Ensure regular team briefings occur and feedback from meetings is addressed
- Monitor performance of team to empower them to achieve business objectives
- Conduct Performance Reviews against agreed objectives
- Ensure development of staff by providing guidance and training support.
- Ensure principles of equal opportunity, fairness, honesty and respect are exhibited

## PERFORMANCE MEASURES

- KPI's set for individuals and teams
- Conduct the mid-year and end of year performance reviews
- Staff satisfaction with feedback and consultation practices
- Superior performance recognised appropriately

## ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.
- 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 / prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives.

## PERFORMANCE MEASURES

- 100% commitment to OHSW
- 100% attendance in relevant safety training i.e. safe driver training
- Knowledge and appropriate application of OHS&W procedures and policies

## Special Conditions

- The appointment will be subject to a suitable 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 SA Tourism Commissions 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 candidate must have the required documentation/ permission to work full time in Australia.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate, interstate and international travel will be required.



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Executive Manager

**Erik de Roos**  
Executive Director  
Marketing

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Signed

\_\_\_\_\_  
Date

Line Manager

**Chantal Ward**  
General Manager, Global  
Markets & Trade  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

Incumbent

**Name**  
Title  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date