

POSITION DESCRIPTION



South Australia has cracked something special.

Something so obvious it's taken years to perfect. This is Australia's hidden gem, right when you need it. A dreamer's utopia, aged to perfection.

It's the world's biggest and longest experiment in how to live better, dig deeper, find some perspective.

Why chase endless growth, when you can just let things grow? This is a place built for the slow burn, not the burn out.

Where life can be a walk in the park. Where old classics mix with the radical new.

A place of deep time, long stories, and ancient Country.

Where better beats bigger, living well instead of living large, honouring values over maximum value.

Whether your dream night is a full plate and a generous pour; a sold-out crowd hanging on every touch; or the next big thing hitting the high note — wherever you go in South Australia, you're met by locals inviting you to share the pleasure they take in what they do.

Here, it's not about taking over the world, it's about making paradise in our little patch of it.

South Australians share a joyful appreciation for what really counts; the simple things that make life meaningful.

And it turns out this way of seeing the world might just catch on if we let it.

Celebrate the **SIMPLE PLEASURES**

Position Description

Marketing Manager, Events

Purpose of the position

The Marketing Manager, Events is responsible for growing leisure visitation to South Australia by increasing awareness, appeal and familiarity of SATC's managed and sponsored events. In doing so, the role will help grow visitor numbers and expenditure, generate ticket and product sales and increase attendances to generate economic and social benefit for South Australia.

The SATC delivers three managed events, including the Santos Tour Down Under (TDU), Tasting Australia presented by Journey Beyond (TA), and the National Pharmacies Christmas Pageant (NPCP). In addition, the SATC supports the delivery of several co-managed events, such as LIV Golf Adelaide and AFL Gather Round, and a diverse range of sponsored events through marketing and PR.

The Marketing Manager, Events is responsible for planning and implementing comprehensive events marketing campaigns at each stage of the marketing funnel to ensure consistent brand integration and creative execution for all (co-)managed and a selection of sponsored events.

This role works closely with other areas of the SATC's marketing department, along with Events and Communication & Engagement departments. In doing so actively promotes integration, communication and cross-collaboration

Position Title	Reports To	Position Classification
Marketing Manager, Events	Director, Events Marketing	ASO7 Non-Executive Contract (12-month contract – maternity backfill)
Events Marketing / Marketing	Level 9, SA Water House 250 Victoria Square	Campaign Manager x 1 Marketing Coordinator x 1 Digital Content Manager x 1 Project Officer x 1 (short term contract)

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 passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Tertiary qualification (or equivalent) in marketing, communications or related field.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in brand management and the development and implementation of strategic marketing plans (marketing, digital and PR) and campaigns to drive sales.
- Knowledge and understanding of contemporary marketing and communication practices.
- Demonstrated experience developing, managing and coordinating creative and media briefs and deliverables with both internal creative teams and external agencies.
- Previous experience in engaging cross functional teams to develop integrated campaigns.
- Proven experience in measuring and evaluating activity (ROI) and experience in using analytic tools.
- High level of understanding of the media landscape and emerging trends.
- Demonstrated experience in using creative and innovative solutions to deliver against business objectives.
- Proven high level project management skills gained in a consumer marketing environment, including experience managing multiple projects with tight deadlines.
- Experience in managing and/or overseeing owned digital and social media channels
- Experience working within corporate governance frameworks including: budget management, risk management, procurement and contract management.
- Experience demonstrating innovation and flexibility to manage demanding situations and multiple campaigns simultaneously.
- Strong written communication skills with ability to prepare detailed briefs/reports for internal and external stakeholders.
- Well-developed oral communication skills with experience of influencing and negotiating to achieve successful relationship management.
- Demonstrable experience of using organisational, project and time management skills to successfully meet competing demands.
- Strong attention to detail.
- Experience leading a team and fostering a culture which recognises the importance of consultation and collaboration.
- Demonstrated ability to perform well under pressure

Desirable Criteria

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience developing and implementing strategic marketing plans and campaigns within the events, tourism and/or marketing entertainment industries
- Knowledge of the tourism industry in South Australia
- Experience in broadcast production and management
- Understanding of digital marketing tools and software solutions (e.g. Adobe Ad Cloud, Monday.com)
- Ability to use Adobe Creative Suite.
- Experience working within South Australian Government processes and frameworks

Competencies

STRATEGIC THINKING	<p>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.</p>
TEAM LEADERSHIP	<p>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.</p>
STAKEHOLDER COMMUNICATION	<p>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.</p>
PROJECT MANAGEMENT	<p>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.</p>
CREATIVITY AND INNOVATION	<p>Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.</p>
DECISION MAKING	<p>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.</p>
PLANNING AND ORGANISATION	<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 delegations, assignments, or projects. Works systematically and structures own time effectively.</p>
PROBLEM SOLVING	<p>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.</p>

Key Responsibilities

DELIVERY OF MARKETING PLANS

- Ensure the effective development and delivery of marketing plans and campaigns for SATC's managed events.
- Ensure effective and consistent brand management across all communication touchpoints including but not limited to digital, signage, collateral, city dressing, site design, campaign.
- Management of contracts and workflow with external creative services, media agencies, media partners and broadcast production to ensure work is in accordance with the agreed briefs.
- In collaboration develop briefs for internal teams and external agencies.
- Lead the Digital Content Manager in development and implementation of year-round organic content strategies across website, databases and owned-social platforms.
- Develop key partnership marketing opportunities to achieve measurable expansion of visitation for managed events.
- Work closely with SATC's Events, Commercial and Strategic Communications and Engagement to ensure strategies and plans are aligned.
- Consult with Event Management to ensure product and programming aligns with existing and target audiences.
- In conjunction with the Director, Events Marketing manage the State Governments Communications Advisory Committee (GCAC) process for approval of advertising campaigns and communications.
- Management of budgets, assuming responsibility for ongoing monitoring of expenditure to ensure budget objectives are achieved.
- Communicate campaign activity to relevant internal and external parties including reports/briefings as required.

PERFORMANCE MEASURES

- Development and implementation of agreed marketing and digital strategies and plans for SATC's managed events.
- Achievement of agreed marketing KPI's including visitation numbers, ticket/product sales, attendances, broadcast numbers and digital metrics.
- Effective budget management and expenditure.
- Active participation within business planning and budget setting/review meetings.

BROADCAST MANAGEMENT

- Oversee management and coordination of the Santos Tour Down Under and National Pharmacies Christmas Pageant broadcast production and distribution.
- Contract management of production company and on-air talent including deliverables, KPI's and payment schedule.
- Oversee development of schedules and operational requirements with Project Officer and Event Delivery teams.
- Ensure effective development of editorial, interviews, commentary and programming enhancements to increase appeal and drive demand for South Australia and SATC events.
- Oversee coordination of sponsor deliverables and develop new opportunities for new and existing partners.
- Work with the Destination Marketing and PR teams to leverage tourism opportunities and an integrated approach, including tourism vignettes and commentary notes.
- Ensure the effective management of Event and State brands through programming and graphics.
- Alongside the Director, Events Marketing work with domestic and international broadcast distributors and rights holders to maximise coverage and manage the on-air feed.
- Explore and assess new potential projects to enhance the current broadcast product and distribution with consideration of budget.

PERFORMANCE MEASURES

- Contract management as per agreed KPI's, ensuring effective working relationships between SATC and broadcast contractors.
- Completed project plans and debrief.
- Broadcast production requirements met and event logistics seamlessly managed.
- Work with domestic and international broadcast distribution contractors to maximise online and TV exposure, additional value and achieve growth.
- Successful implementation of new projects.

GROWTH AND DEVELOPMENT

- Review existing methods of marketing and communications and identify opportunities for improving effectiveness, efficiency, and productivity.
- Track, evaluate and report on campaign performance, benchmarking against previous campaign results.
- Working with the Director, Events Marketing to coordinate customer insights research and translate results into market orientated actions.
- Working with Event Managers, review existing event design and programming to enhance consumer offering and experience.
- Work with SATC's Event Commercial team to develop strategies to implement promotional strategies to maximise the investment of event sponsors.
- Work with SATC's Events Acquisition and Development, and Special Projects team to consider new opportunities, and support achievement of sponsored event leverage plans and implement activity.
- Actively seek partnerships which through collaboration provide improved marketing and communication outcomes for SATC's managed or sponsored events.

PERFORMANCE MEASURES

- Business growth targets achieved.
- Research conducted with delivered actions flowing from results.
- Commercial partner deliverables met or exceeded and targets achieved.

SERVICE DELIVERY

- With the Director, Events Marketing manage advertising agency process and relationship, including procurement, contract management, financial management, team management and the requisite outputs of media, creative and strategic planning
- Design and implement streamlined briefing and delivery processes
- With the Director, Events Marketing, manage and contribute to the review of work processes with the broadcast production and right holder deliverables and relationships.

PERFORMANCE MEASURES

- Exemplary working relationships with external agencies.
- Contracted agencies successfully deliver on mutually agreed outcomes and objectives within set timeframes and within budget
- Constant reporting and managing ROI to ensure best practice delivery of campaigns.
- Efficient internal workflow management.

TEAM LEADERSHIP

- Collaborate with and provide support to the Director, Events Marketing to deliver on strategic vision and leadership to the Events Marketing team by:
 - Implementing appropriate leadership styles to varying situations in order to achieve understanding of corporate direction, high levels of staff morale and productivity.

- Promoting cross-collaboration and integration between marketing teams and SATC departments.
- Ensuring Campaign Manager, Marketing Coordinator and Digital Content Manager undertake a formal bi-annual performance review process, which includes an appropriate professional and/or personal action development plan.
- Ensure development of staff to support strategic direction and business objectives by providing guidance and training support.
- Responsible for continuous communication of SATC plans and decisions through regular meetings and informal monthly gatherings; and
- Ensure principles of equal opportunity, fairness, diversity, honesty and respect are exhibited in all interactions in the workplace.

PERFORMANCE MEASURES

- Annual staff survey results
- 100% of staff receive annual performance review process
- Regular WIP meetings held
- Role model the SATC Marketing Team Values and SATC corporate values
- Encourage development and training to continue to grow the team
- Promote a culture of innovation, drive and looking to use the latest tools to succeed and keep up with technology and marketing methods in order to succeed.

BUSINESS & FINANCIAL

- Effective management of the annual budgets: forecasting and tracking.
- Support the development of Budget Bids where required.
- Contract management: responsible for contracts with third parties: ensure contracts are updated and are being serviced in accordance to the SATC's procurement processes.
- 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
- Responsible for complying with the State Governments Communications Advisory Committee (GCAC) process for approval of advertising campaigns and communications activities
- Ensure expenditure with third party agencies does not exceed contracted values

PERFORMANCE MEASURES

- Work towards a 1% variance in the total budget at the end of each financial year.
- Expenditure with contracted third-party suppliers not exceeded
- 100% of creative output has necessary Government approvals.

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 biannual performance and development discussions with their direct manager, in accordance with the SATC's Managing and Development Performance processes.
- 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 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 will be required.
- Intrastate and interstate travel may be required.

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<i>Executive Manager</i>	<i>Line Manager</i>	<i>Incumbent</i>
Erik de Roos Chief Marketing Officer	Jemma Knight Director, Events Marketing	Name: Marketing Manager, Events
_____ Signed	_____ Signed	_____ Signed
_____ Date	_____ Date	_____ Date

**SOUTH
AUSTRALIA** 



Government of South Australia
South Australian Tourism Commission