

POSITION DESCRIPTION

Marketing Executive, UK & Europe



Be a part of something special.

At the SATC, you'll help shape the future of one of South Australia's most important industries.

We bring together strategy, creativity, partnerships, insights and innovation to grow the visitor economy and create lasting value for the State.

Our work is grounded in what makes South Australia special; authentic experiences, genuine connections and the simple moments that stay with people long after they leave.

For those who are curious, ambitious and motivated by impact, the SATC offers the opportunity to work on meaningful challenges, build new capabilities and contribute to work that makes a difference.

Celebrate the **SIMPLE PLEASURES**

Position Description

Marketing Executive, UK & Europe

Purpose of the position

Reporting to the Regional Manager, UK & Europe and based in the London office, the Marketing Executive, UK & Europe supports the delivery of SATC marketing, trade engagement, familiarisation and campaign reporting activity across the United Kingdom and selected European markets. The role contributes market insights and recommendations to support strategic direction, while focusing on the practical implementation of activities that increase appeal for South Australia, strengthen travel trade distribution and promote South Australia’s brand-aligned visitor experiences in line with the South Australia Tourism Plan 2030.

Position Title	Reports To	Position Classification
Marketing Executive, UK & Europe	Regional Manager, UK & Europe	Non-Executive Contract
Group Unit	Location	Direct Reports
Marketing/Global Markets	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 passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Tertiary or diploma qualifications in tourism, marketing or relevant discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in tourism, destination marketing, trade marketing or a related consumer marketing environment.
- Understanding of international travel trade distribution, including wholesale, retail, online and inbound channels.
- Demonstrated experience coordinating tactical marketing campaigns, trade activity, events or partner projects.
- Strong verbal and written English communication skills, including the ability to prepare clear briefs, presentations and reports.
- Strong organisational, time-management and administrative capability, with the ability to manage multiple priorities and deadlines.
- Confident presentation and training skills for travel trade audiences.
- Good analytical and problem-solving skills, including the ability to interpret campaign, trade and financial reporting.
- Ability to work collaboratively across markets and teams, be self-motivated and exercise sound judgement with direction from the Regional Manager.
- Competency using Microsoft Office and digital collaboration tools.

Desirable Criteria

QUALIFICATIONS

- Post-graduate studies in business, commerce or marketing

SKILLS, EXPERIENCE AND KNOWLEDGE

- Spoken and / or written language skills in either French, Italian, Spanish, Dutch, German or any of the Scandinavian languages (alongside fluency in English).
- Knowledge of South Australia's as a destination, tourism products and the State's competitive drivers: Nature and Place; Food, Wine and Drink; and Events and Festivals.
- Experience working with travel trade partners, Tourism Australia, airlines, wholesalers, tour operators or media / digital agencies in the UK and Europe.
- Knowledge of digital marketing channels, content platforms and social media trends in travel.
- Experience supporting campaign budgets, contracts, invoices and reporting processes.
- Understanding of GDPR and relevant data-handling requirements.

Competencies

TEAMWORK	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.
PLANNING AND ORGANISING	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.
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 takes action.
COMMUNICATION	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.
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.

Key Responsibilities

STRATEGIC SUPPORT AND MARKET PLANNING

- Contribute market insights, partner feedback and practical recommendations to support the Regional Manager, UK & Europe in market planning and prioritisation.
- Support annual activity planning by maintaining an up-to-date activity calendar across trade engagement, campaigns, familiarisations, reporting and key partner activity.
- Apply the South Australia Tourism Plan 2030, SATC brand platform and Annual Operating Plan priorities to day-to-day activity, ensuring activity supports demand generation, brand alignment and international visitor growth.
- Maintain awareness of UK and European market conditions, trade trends, competitor activity and product opportunities relevant to South Australia.

PERFORMANCE MEASURES

- Timely and useful market insights provided to the Regional Manager and Adelaide Head office.
- Activity calendar maintained and used to support planning, prioritisation and reporting.
- Activity supports SATC objectives, and relevant market priorities.

CAMPAIGN AND MARKETING IMPLEMENTATION

- Coordinate and support implementation of agreed consumer, digital, trade and cooperative marketing activities with the Regional Manager, Adelaide-based teams, trade partners, Tourism Australia, airlines, wholesalers, tour operators and other partners.
- Prepare and coordinate campaign briefs, partner requirements, content, assets, approvals and Cooperative Marketing Agreements as required.
- Alongside Adelaide Head Office ensure marketing materials are on brand, on message and aligned with South Australia's competitive drivers and Simple Pleasures positioning.
- Monitor campaign delivery, timelines, partner obligations, expenditure and results, escalating risks or issues early.
- Support campaign reporting by collating partner results, media / digital reports, booking information and other relevant measures as outlined in campaign briefs.

PERFORMANCE MEASURES

- Campaigns delivered on schedule, within approved scope and with required approvals.
- Campaign assets and messaging align with SATC brand guidelines and market priorities.
- Campaign reporting completed in a timely manner, with clear results, learnings and recommendations.

TRADE INDUSTRY AND ENGAGEMENT

- Support and deliver trade engagement activity across the UK and selected European markets, including destination presentations, webinars, roadshows, sales calls, training sessions and trade events.

- Build and maintain effective working relationships with key travel trade partners, Tourism Australia, South Australian operators and relevant industry stakeholders.
- Maintain current trade contact lists, training records, partner notes and market intelligence to support relationship management and reporting.
- Support activity that grows awareness, product knowledge and sellable South Australian itineraries through trade distribution channels.
- Assist with content updates and relevant communications for trade platforms such as the Aussie Specialist Program, where required.

PERFORMANCE MEASURES

- Positive relationships maintained with priority trade partners and South Australian operators.
- Trade training and engagement activity delivered professionally and recorded appropriately.
- Relevant product and market opportunities are identified and communicated to the Regional Manager and Adelaide office.

FAMILIARISATION, EVENTS AND VISITS

- Assist with the planning, coordination and delivery of familiarisations, trade events, workshops, missions, consumer shows and in-market visits involving SATC staff, South Australian operators and partners.
- Coordinate schedules, invitations, briefing materials, product information, logistics, RSVP tracking and post-event follow-up.
- Alongside Adelaide Head Office support familiarisation itinerary development in collaboration with SATC teams, trade partners and South Australian operators, ensuring itineraries are market relevant and brand aligned.
- Represent South Australia professionally at agreed industry functions and events.

PERFORMANCE MEASURES

- Events, fams and visits are well coordinated, professionally delivered in-line with Adelaide Head Office SOPs and appropriately all event reporting documented.
- Relevant South Australian product is showcased in a market-appropriate and brand-aligned way.
- Post-activity follow-up and reporting completed accurately and on time.

REPORTING, ADMINISTRATION, BUDGET AND COMPLIANCE

- Coordinate monthly reporting inputs, campaign reports, market updates and ad hoc information requests for the Regional Manager and Adelaide office.
- Maintain accurate records for campaigns, contracts, approvals, invoices, partner contributions, reports, contacts and market activity in line with SATC policies and procedures.
- Support budget tracking, invoice processing, and reconciliation in line with SATC policy and financial processes.
- Support contract and procurement administration for marketing activity as required, ensuring records are complete and deadlines are met.
- Manage day-to-day administrative tasks for SATC activity in London, including enquiries, travel arrangements and filing.

- Handle personal information and contact data in accordance with relevant privacy and GDPR requirements.

PERFORMANCE MEASURES

- Reports, records and campaign files are complete, accurate and stored appropriately.
- Invoices, budgets, contracts and partner contributions are tracked and escalated where required

FAMILIARISATION, EVENTS AND VISITS

- Respond to enquiries from trade, consumers, South Australian operators, Tourism Australia, SATC colleagues and other partners in a timely and professional manner.
- Share relevant product updates, campaign information, market intelligence and partner feedback with the Regional Manager, Adelaide office and other SATC teams.
- Work collaboratively with brand, public relations, digital, trade events, familiarisations and destination development teams to support integrated activity.
- Undertake other duties consistent with the role and classification as directed by the Regional Manager, UK & Europe.
- Take personal responsibility for complying with SATC policies and procedures, including WHS, equal employment opportunity, public administration and record keeping.

PERFORMANCE MEASURES

- Internal stakeholders receive relevant updates and information to support integrated activity.
- 100% commitment to WHS and appropriate application of SATC policies and procedures.

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	Line Manager	Incumbent
Erik de Roos Chief Marketing Officer Marketing	Janice Kurrle Regional Manager, UK & Europe Marketing	Name: Marketing Executive, UK & Europe Marketing
Signed	Signed	Signed
Date	Date	Date

