

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



Government  
of South Australia

**TOURISM.SA.GOV.AU**



# Position Description

## Public Relations Manager, Events

### Purpose of the position

The South Australian Tourism Commission is responsible for the creation, development and procurement of nationally and internationally recognised events to promote South Australia as a tourism destination.

The PR Manager is required to lead, develop and implement public relations and media communications plans for Tasting Australia presented by Journey Beyond and National Pharmacies Christmas Pageant, and support other managed and non-managed events as required, to promote events and profile the State. The role also requires the PR Manager to work closely with the Events team to provide PR support and advice in relation to major and regional sponsored events, and to pursue opportunities to promote these wherever possible.

Position Title:	Reports to:	Position Classification:
PR Manager	Director, Public Relations, Events	ASO6 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Strategic Communications and Engagement	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

- Tertiary qualification or equivalent in journalism, public relations, media communications or other relevant discipline.

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Comprehensive knowledge and understanding of public relations, the event management sector and relevant government policies and processes.
- Experience in, and successful record of, achievement in publicity/publicity management, brand exposure, publications and/or promotions.
- Experience in leading, planning, developing, managing and delivering, at a strategic level, PR and media campaigns and programs of work for major events.
- Expertise in PR measurement including analysing, and reporting on ROI.
- Excellent verbal and written communication skills and demonstrated ability to write with flair and creativity.
- Demonstrated ability to manage multiple projects, competing priorities and related human and budget resources within constraints.
- Demonstrate excellent planning and organisational skills including and meeting deadlines.
- Demonstrated ability to work independently, whilst demonstrating a willingness to take direction and be a team player.
- Ability to maintain drive, enthusiasm and initiative and to adapt to changing requirements and changing situations
- Experience working with a range of stakeholders across multiple organisations

## Desirable Criteria

### QUALIFICATIONS

- Post-graduate qualification
- Formal qualifications in digital and / social marketing.

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge and understanding of the tourism and events industries
- Understanding of the South Australian Government organisations and processes
- Familiarity with the digital and social media marketing methodologies and trends.

**Competencies**

<b>COMMUNICATION</b>	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.
<b>CREATIVITY &amp; INNOVATION</b>	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
<b>STRATEGIC THINKING</b>	Demonstrates a broad-based view of issues, events and activities and a perception of their longer-term impact or wider implications.
<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>PLANNING &amp; ORGANISING</b>	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.
<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>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.

## Key Responsibilities

### PUBLIC RELATIONS

- Lead and manage the public relations and communications function and related program of work for Tasting Australia presented by Journey Beyond & National Pharmacies Christmas Pageant and other managed events where required.
- With the Director, Public Relations – Events implement event-related PR/media strategies and plans, in collaboration with the marketing teams, event management and commercial teams.
- Work across the SATC, corporate communications and destination marketing, ensuring such strategies and plans are consistent with the broader communications objectives of the SATC.
- Profile and promote the work of the SATC more broadly including identifying and mitigating PR risks to ensure the positive profile and reputation of South Australia is maintained, particularly in media interviews.
- Lead, plan and execute media events to showcase the work of SATC.
- Manage, monitor and report on budget, contracts and overall performance of PR initiatives, ensuring that PR plays an integrated role in promoting events and supports SATC's strategic intent.
- Communicate campaign activity to relevant internal and external parties including preparing a range of reports and Ministerial briefings as required.
- Ensure effective performance management and development of PR Advisor to achieve business objectives.
- Identify and work with brand advocates including contracting and reporting of targets.
- Effective budget management.

### PERFORMANCE MEASURES

- SATC's managed events have clear PR strategies and objectives that are consistent with strategic plans, meet objectives and showcase the SATC and South Australia as a tourism destination.
- Budgets and contracts are managed within financial constraints and meet objectives.
- Event-related PR/media targets are met or exceeded.
- Event commercial partners are provided opportunities to leverage their partnership through media coverage.

### MEDIA LIAISON

- Initiate and build pro-active and positive business relationships with local, national and international members of the media.
- Plan, lead, develop and manage hosted media programs for local, national and international members of the media for our managed events.
- Provide guidance to sponsored events on hosted famil programs and media liaison generally
- Manage event media centres as appropriate.
- Assess and respond appropriately to media requests.

#### **PERFORMANCE MEASURES**

- Media attendance and satisfaction metrics
- Hosted media metrics
- Budgets and contracts are managed within financial constraints and meet objectives.

#### **LEVERAGE SPONSORED EVENTS**

- Work closely with the SATC team to leverage and maximise SATC's investment in sponsored events through the development of promotional opportunities and PR/media initiatives.
- Offer support in the event bidding process and development of professional bid documents where required.
- Where appropriate, develop cooperative media opportunities with other major events on the State's event calendar.
- Offer event PR/media advice to sponsored events – both major and regional – as required.

#### **PERFORMANCE MEASURES**

- State Government investment in events is acknowledged and South Australia is successfully promoted in key target markets.
- The profile of SATC and South Australia is strengthened through other major events.
- Events sponsored by SATC are offered timely, relevant and effective PR support.
- PR expectations of event sponsors are met or exceeded, helping put SATC in a strong position to retain existing or secure new events for South Australia.

#### **GROWTH AND INNOVATION**

- Review existing methods of public relations and identify opportunities for improving effectiveness, efficiency and productivity.
- Track, evaluate and report on performance, benchmarking against previous activities.
- Work with the Strategic Communications and Engagement team and external PR agencies to develop innovative creative strategies to continue to promote our managed events and profile the state through 'traditional' PR, activations, influencers, ambassadors and creative means.

#### **PERFORMANCE MEASURES**

- ESA growth targets achieved
- Agency interaction
- Reporting.

## **LEADERSHIP**

- Provide support to the Director, PR - Events as required.
- In collaboration with Director, PR Events Provide cross-agency support to General Manager Marketing, Events and Executive Director, Events and other internal stakeholders as required – particularly during event periods
- Mentor PR Coordinator, Events and placement students – particularly during event periods.
- Ensure regular team briefings and feedback provided.
- Foster a culture of performance in a positive, supportive environment.
- Ensure principles of equal opportunity, fairness, honesty and respect are exhibited in all interactions in the workplace.
- Support the Director, PR Events to contribute to annual business planning, budget planning, risk management and annual reporting processes.

## **PERFORMANCE MEASURES**

- 100% completion of performance management/development plans for direct report
- Performance or reports appropriately managed
- Staff satisfaction with communication, feedback and consultation practices.

## **ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS**

- Together with the Executive Director, Strategic Communications and Engagement, 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 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 and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel may be required.



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Executive Manager	Line Manager	Incumbent
<b>Chris Burford</b> Executive Director Strategic Communications & Engagement	<b>Jess Battams</b> Director, Public Relations, Events Strategic Communications & Engagement	<b>Vacant</b> PR Manager, Events Strategic Communications & Engagement
<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>