

# POSITION DESCRIPTION



**SOUTH  
AUSTRALIA** ↗



**Government of South Australia**  
South Australian Tourism Commission

# 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

## Director, Brand & Domestic Marketing (Brand Director)

### Purpose of the position

The Director, Brand & Domestic Marketing is responsible for leading South Australia's destination brand strategy and the delivery of integrated marketing campaigns in domestic markets that help increase awareness, lift appeal and grow familiarity of South Australia

As the SATC's primary brand custodian and guardian, the Director, Brand & Domestic Marketing plays a critical role in safeguarding the integrity and reputation of the South Australian destination brand. This involves not only articulating a clear and compelling brand vision, but also ensuring that all brand messaging, visual identity and tone of voice are consistently applied across every touchpoint, campaigns and partnership. By upholding these brand standards, the Director, Brand & Domestic Marketing ensures South Australia's unique attributes and values are clearly communicated, resonating strongly with target audiences and differentiating the state in a highly competitive tourism market.

Working closely with the other Marketing Directors and their teams, this role is responsible for providing brand direction across the organisation and industry-wide. The Director, Brand & Domestic Marketing will also lead the domestic marketing strategy and deliver fully integrated destination brand-led domestic marketing campaigns. This includes the production of hero and domestic brand assets, plus the integration and delivery of destination brand in and across managed and sponsored events.

The Director, Brand & Domestic Marketing will help cement the brand architecture and positioning for South Australia's destination brand and plays a pivotal role in assuring the brand's long-term success to help lift the appeal of South Australia as a leisure destination.

Position Title	Reports To	Position Classification
Director, Brand & Domestic Marketing (Brand Director)	Chief Marketing Officer	Non-Executive Contract
Group Unit	Location	Direct Reports
Marketing	Level 9, SA Water House 250 Victoria Square	Marketing Manager (x2) Marketing Project Manager

## Our Values

	<p><b><i>Go Boldly</i></b> We thrive on taking risks and enjoy stepping outside our comfort zone.</p>
	<p><b><i>Dig Deeper</i></b> We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.</p>
	<p><b><i>Can Do</i></b> We believe there's nothing we can't do as a team</p>
	<p><b><i>Share the Love</i></b> We have passion for excellence and exceeding expectations.</p>

## Essential Criteria

### QUALIFICATIONS

- Tertiary, diploma or degree qualification in Management, Marketing or a Business-related discipline

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Extensive proven experience in leading and guiding brand strategy and associated brand-led initiatives
- Proficient in overseeing comprehensive, integrated marketing campaigns from conception through to execution and post-campaign evaluation
- In-depth knowledge of brand strategy, principles of brand development, and marketing science, including application of contemporary marketing models and practices
- Highly experienced working with external creative agency partners and in-house agencies
- Skilled in managing relationships with external agencies, encompassing pitch management, procurement processes, rate negotiation, media planning and purchasing, and creative oversight
- Demonstrated competence in formulating both annual and long-term marketing strategies
- Significant expertise in designing and executing strategic marketing campaigns at a high level
- Advance ability to distil complex strategic problems into simple, effective brand communication
- Advanced capability in coordinating integrated marketing efforts across teams, ensuring delivery within established budgets and deadlines
- Thorough understanding of conducting qualitative and quantitative consumer research and leveraging insights to inform decision-making
- Proven ability to analyse consumer trends and first-party data to guide strategic choices
- Experience in cultivating an environment that values individual needs and emphasises consultation and collaboration
- Highly developed written communication and oral presentation abilities
- Demonstrated proficiency in managing large-scale budgets
- Experience in effectively communicating with Executive Leadership and Board members
- Demonstrated dedication to diversity and inclusion
- Track record of influencing outcomes across diverse organisational levels
- Demonstrated resilience and strong performance under pressure
- Exceptional stakeholder management capabilities
- Advanced project management expertise

## Desirable Criteria

### QUALIFICATIONS

- Masters degree and/or additional tertiary, diploma or degree qualifications
- Mini MBA in Marketing and/or Brand Management

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge of the (South Australian) tourism industry
- Understanding of digital marketing tools and technology (e.g. Adobe Ad Cloud)
- Passion and drive for South Australian experiences and growing our industry
- Experience working with Marketing Mix Modelling, Distinctive Brand Asset research and/or other novel research methodologies to help validate, optimise and quantify ROI.

## Competencies

<b>INFLUENCING</b>	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, supervisors) towards desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.
<b>STRATEGIC LEADERSHIP</b>	Creates and achieves a desired future state (vision) for the organisation through influence on organisational values, individual and group objectives, rewards and employee motivation, and systems for change and improvement.
<b>DECISION MAKING</b>	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.
<b>ANALYTICAL THINKING</b>	Secures relevant information and identifies key issues and relationships from a base of information. Relates and compares data from different sources and identifies cause effect.
<b>CONTINUOUS IMPROVEMENT</b>	Continuously seeks (or encourages others to seek) opportunities for different and innovative approaches to address organisational problems and opportunities.
<b>STRATEGIC THINKING</b>	Demonstrates a broad base view of issues, events and activities and perception of their longer-term impact or wider implications.

# Key Responsibilities

## BRAND STRATEGY AND LEADERSHIP

- Act as the custodian and brand champion of SATC's destination brand, leading the execution and evolution of the brand across all markets and its interaction with events
- Direct and implement the overall brand vision, positioning, and long-term strategy to align with business objectives.
- Lead brand management disciplines, including brand architecture, brand guidelines and tool kits, positioning.
- Ensure consistency of brand messaging, tone, and visual identity across all channels and touchpoints.
- Lead the planning and execution of integrated domestic marketing campaigns that strengthen brand awareness and engagement.
- Lead the strategic direction of domestic media buying, ensuring paid media investments align with brand objectives, campaign goals, and deliver measurable return on investment.
- Work with strategy & insights team to monitor brand health metrics, analyse campaign performance, visitor economy performance, market trends and visitor behaviour to inform brand decisions and identify growth opportunities.
- Work with strategy & insights team on building consumer insights and managing audience segmentation.
- Work closely with other Marketing Directors and their teams to ensure brand alignment and brand integrity in all initiatives.
- Expand opportunities to promote and grow demand for Aboriginal tourism in South Australia
- Mentor and develop managers and coordinators to foster a high-performing, collaborative environment.
- Present brand strategies and performance updates to senior leadership and key stakeholders (internal and external).
- Drive innovation to keep the brand relevant, including exploring new channels, technologies, and creative approaches.
- Understand the Customer Experience and path to purchase and identify points to increase engagement and bookings.
- Responsible for the effective measures of advertising performance and the return of Government investment in tourism

## PERFORMANCE MEASURES

- Agency-wide brand adoption and proficiency
- Consumer Brand Health metrics
- Campaign performance metrics
- Visitor Economy performance metrics

## HIGH LEVEL COMMUNICATION

- Champion strategic communication initiatives at the senior leadership level, ensuring project awareness, advocacy, and support across a diverse mix of stakeholders. This includes executives, government representatives, and industry partners.
- Expertly manage up, down, and across organisational boundaries.
- Proactively disseminate consumer trends and market insights to senior stakeholders and teams, equipping them with the intelligence required to shape high-level strategies and refine tactical approaches.

- Foster and maintain influential relationships with senior representatives of the South Australian Government, media agencies, creative partners, and key players in the tourism sector, facilitating robust collaboration and mutual support.
- Deliver clear and decisive communication and guidance to both senior leaders and internal SATC teams, ensuring alignment with organisational objectives and consistent direction at all levels.
- Encourage open dialogue and feedback mechanisms, promoting transparency and continuous improvement in internal and external communications.
- Actively contribute to high-quality government, ministerial, board, and executive briefing documents that clearly and succinctly convey key messages and recommendations.

## PERFORMANCE MEASURES

- Stakeholder feedback
- Staff engagement surveys
- Ministerial briefings and other inter-Government documentation

## TEAM LEADERSHIP

- Provide vision and leadership to the Brand and Domestic Marketing team by:
  - o Implementing appropriate leadership styles to varying situations in order to achieve understanding of corporate direction, high levels of staff morale and productivity
  - o Advocating and supporting SATC strategic plan objectives
  - o Ensuring all staff undertake a formal bi-annual performance review process, which includes an appropriate professional and/or personal action development plan
  - o Proactively identify skill gaps and learning needs within the team and seek to implement upskilling initiatives or procure external services to support demand.
  - o Ensure ongoing 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 SATC 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

## BRAND SERVICE DELIVERY

- Management of advertising agency relationship, including procurement, contract management, financial management, team management and the requisite outputs of media, creative and strategic planning
- Manage all procurement and risk elements appropriately, including providing advice across the business for the procurement of creative and strategic marketing services
- Responsible for brand guidelines and compliance, including brand approvals and guidance at a strategic level. Support the marketing activities and/or initiatives of the wider business, ensuring consistent brand application across campaigns both globally and domestically, major events and partnership marketing.
- Identify, design and implement high-level marketing and operational processes to improve cross-functional efficiency, campaign delivery, and brand consistency.

- Provide strategic oversight on the marketing project management function to ensure alignment with agency priorities and delivery of value.

## **PERFORMANCE MEASURES**

- Brand consistency and quality assurance
- Manage Service Level Agreements with contracted agencies or third parties on retainer with SATC for products and or services.
- Manage or direct procurement processes and subsequent contract management of procured suppliers
- Constant reporting and managing ROI to ensure best practice delivery of campaigns.
- Efficient internal brand workflow management

## **BUSINESS & FINANCIAL**

- Responsible for the effective management of the Brand & Domestic Marketing annual budget: forecasting, tracking, re alignment during the midyear budget review process.
- Contract management: responsible for the Brand & Domestic Marketing team's 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
- Support the development of Budget Bids, where required.

## **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 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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<i>Executive Manager</i>	<i>Incumbent</i>
<b>Erik de Roos</b> Chief Marketing Officer	<b>Name:</b> Title:
Signed	Signed
Date	Date

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