

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



**TOURISM.SA.GOV.AU**

# Position Description

## Social Media and Content Creator

### Purpose of the position

Reporting to the Social Media and Content Manager, the Social Media and Content Creator will inject a creative flair to the Social Media and Content team through digital video and content production, as well as contributing to the day-to-day management of South Australia’s consumer facing social media and digital channels.

<b>Position Title:</b>	<b>Reports to:</b>	<b>Position Classification:</b>
Social Media and Content Creator	Social Media and Content Manager	Non-Executive
<b>Group / Unit:</b>	<b>Location:</b>	<b>Direct reports:</b>
Marketing	Level 9, 250 Victoria Square, Adelaide SA	NA

### 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**

- Demonstrated experience in film and television, video editing, communications, public relations and/or marketing.

**Skills, experience, and knowledge**

- Strong knowledge and demonstrated experience understanding and sharing to social media platforms to engage audiences effectively and creatively, driving conversations and conversions.
- Strong knowledge and experience using Adobe Creative Cloud including Premier Pro, Photoshop, Illustrator and InDesign to edit and develop visual content
- Strong knowledge and experience in developing innovative travel video content using Adobe Premier, or other video editing software to edit, cut and create for various digital platforms including website, social media platforms and YouTube
- Create high quality digitally led visual content from creative concept to technical execution to enhance the user's experience including social media, EDM and website
- Support the integration of content between digital channels and southaustralia.com, including publishing to the website
- Experience sourcing and commissioning videography and photography assets, writing briefs, quoting, negotiating deliverables, and providing feedback
- Demonstrated experience working in a producer role on shoots, assisting with the management of talent and external suppliers while ensuring the overall vision is achieved
- Demonstrated ability to translate marketing and communications strategies in a visually compelling way for the digital environment
- Excellent written communication skills and the ability to write with flair and creativity for the digital environment
- Excellent planning, organisational and time management skills to manage multiple projects, competing priorities and meet strict deadlines
- Ability to work effectively within a team environment and take creative and editorial direction from the Social Media and Content Manager
- Self-motivated and able to work under pressure and to deadline within the normal working hours allocated

**Desirable Criteria****Qualifications**

- Tertiary qualification in film and television, video editing, communications, public relations and/or marketing.

**Skills, experience and knowledge**

- Knowledge and understanding of the travel industry
- Strong personal interest in and understanding of travel, videography, social media, photography, and innovative content that continues to push boundaries and sets trends
- Strong understanding and experience with branding, eDM, websites, content creators and influencers
- An understanding of SEO principles and websites

**Competencies**

<p><b>Teamwork</b></p>	<p>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.</p>
<p><b>Planning and organising</b></p>	<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 assignments or projects. Works systematically and structures own time effectively.</p>
<p><b>Decision making</b></p>	<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>
<p><b>Initiative</b></p>	<p>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.</p>
<p><b>Communication</b></p>	<p>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.</p>
<p><b>Creativity and Innovation</b></p>	<p>Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.</p>

## Key Responsibilities

### Driving Demand

- Work with the Social Media and Content manager to contribute to and implement the content and social media marketing strategy that encompasses all digital platforms – with specific attention paid to social media.
- Work with the Social Media and Content Manager to develop a re-inspired visual social media strategy for @southaustralia's social media platforms aligned with brand and campaign plans
- Identify appropriate creative features of each platform to better achieve reach and performance on each digital platform, specifically Facebook, Instagram, YouTube and TikTok.
- Identify social media opportunities to enhance the user experience that will drive demand for visitation to South Australia
- Develop a long-term video proposition for South Australia consumer digital platforms
- Champion integration between our social and written content and be an advocate for cohesion within the team
- Develop and contribute to monthly content plans for social platforms
- Effective scheduling and implementation of strategies across all digital platforms
- Communication of digital plans to all stakeholders
- Use of analytical tools to review performance and provide reporting in line with agreed upon KPI's

### Performance Measures

- Southaustralia.com visits from owned social media traffic
- Increase in owned social media reach across the board, particularly non-follower reach, Reel and TikTok engagement
- Regular and contextual reporting
- Meeting agreed upon social media metric KPI's

### Content Development

- Develop, produce, and implement visual content, including video, based on agreed strategy and plans for brand and campaigns across all digital platforms, including Instagram, Facebook, YouTube, TikTok and website in line with our brand funnel
- Visual ideation that meets the demands and trends of all our digital platform environments
- Capture, edit and develop visual content, including video, as required
- Contract and commission videographers, photographers, content creators and influencers to produce visual and video content as required
- Understanding of and awareness of trending video and visual digital content and convert this into timely content for our social channels
- Assist the wider digital team with content requirements across and in-campaign periods as required

- Lead and develop innovative and engaging social media tools for consumers to use and engage with increasing the reach of our brand such as GIFs, filters

### Performance Measures

- Effective integration of the digital strategy and monthly plans across digital platforms
- Visual content production quality and output
- Content quality, accuracy and performance (written, visual and video)
- Effective management of external suppliers
- Stakeholder feedback and demand for the content
- Meeting agreed upon social media metric KPI's

## Content Management

- Day to day management of all @southaustralia social media channels, namely Facebook, Instagram, YouTube and TikTok in collaboration with the Digital Content Coordinator
- Ensure timeliness and accuracy of content across platforms
- Contributing daily to the social media content planner
- Monitor and optimise performance of plans across digital platforms and flag issues and improvements with the Social Media and Content Manager
- Community management and moderation of all social platforms
- Communication of plans and activities to stakeholders including regular and contextual reporting
- Working with our digital optimisation team on paid advertising in the social media space
- Support the wider digital team with content management across all events and in-event as required

### Performance Measures

- Implementation of plans aligned with marketing and communications phasing
- Timeliness and accuracy of content across all platforms
- Regular and contextual reporting
- Achievement of agreed digital KPI's

## Content Creativity

- Influence and engage the wider team to propel with creativity and best in class visual storytelling
- Be a leader in the social media and visual content space having your finger on the pulse to understand the new and trending functions of social media to increase reach, brand awareness and community buy-in
- Identify opportunities to challenge the status quo when it comes to visual storytelling and live the SATC value 'Go Boldly.'
- Regularly pitching new content ideas for our social media channels (Facebook, Instagram, YouTube, TikTok)

## Performance Measures

- Implementation of regular and unique content that can be leveraged by both internal and external stakeholders
- Community, team and agency buy-in and engagement with the innovative and creative ideas for our social media and digital channels
- Long term brand relationships with audience and brand saliency

## 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
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel is required.



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Executive Manager

**Erik de Roos**

Executive Director  
Marketing

Line Manager

**Lily Hoffmann**

Social Media and Content  
Manager  
Marketing

Incumbent

**Name**

Social Media and Content  
Creator  
Marketing

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Signed

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