

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 Coordinator, Events

Purpose of the position

The South Australian Tourism Commission (SATC) is responsible for the creation, development, and procurement of nationally and internationally recognised events to promote South Australia as a tourism destination, increase its appeal and drive visitation demand.

Reporting to the Marketing Manager, Events, the Marketing Coordinator is responsible for supporting the development and implementation of event specific marketing activity to create awareness, drive demand and build appeal for SATC's Sponsored Events including, but not limited to, LIV Golf Adelaide and AFL Gather Round. The role will also support the marketing campaigns for SATC owned and managed events, including the Santos Tour Down Under (TDU), Tasting Australia presented by Journey Beyond (TA) and the National Pharmacies Christmas Pageant (NPCP).

Position Title	Reports To	Position Classification
Marketing Coordinator, Events	Marketing Manager, Events	ASO4 12 months non-executive contract
Group Unit	Location	Direct Reports
Events Marketing / Marketing	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 qualification (or equivalent) in marketing, communications or related field.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge of contemporary marketing practices.
- Experience in implementing marketing campaigns.
- Experience utilising digital and social media platforms in marketing campaigns.
- Experience developing, managing and coordinating creative and media briefs and deliverables with both internal creative teams and external agencies.
- Experience in production of marketing collateral from briefing through to production and distribution.
- Experience in managing media partnerships.
- Experience managing campaign budgets.
- Experience in managing multiple marketing campaigns simultaneously.
- Experience demonstrating innovation and flexibility to manage demanding situations.
- Experience coordinating projects with the ability to manage competing priorities.
- 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.
- Self-motivated and able to work under pressure and to deadline.

Desirable Criteria

SKILLS, EXPERIENCE AND KNOWLEDGE

- Working knowledge of government procurement policy and guidelines.
- Experience in developing and implementing marketing plans and campaigns within the events, tourism and/or marketing entertainment industries.
- Knowledge of the tourism industry in South Australia.
- Understanding of digital marketing tools and software solutions (e.g. Adobe Ad Cloud, Monday.com)
- Ability to use Adobe Creative Suite.
- Experience in Customer Experience (CX) Strategy Design, and its application to campaign implementation
- Experience working within corporate governance frameworks including: budget management, risk management, procurement and contract management.

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

DELIVERY OF MARKETING CAMPAIGNS

- Ensure the effective implementation of agreed year-round marketing strategies and plans, with support from the Marketing Manager, for Sponsored Events including, but not limited to, LIV Golf Adelaide and AFL Gather Round to achieve economic and social benefit to South Australia including increasing visitation and visitor expenditure, driving ticket/product sales and attendances.
- In conjunction with the Marketing Manager and Campaign Manager, develop and coordinate creative, media and digital briefs for internal teams and external agencies.
- Coordinate the execution of agreed marketing campaigns including the production of creative and digital assets as well as media requirements.
- Work closely with PR and Digital team to ensure plans and activities are aligned with marketing strategies and plans.
- Work with domestic and international marketing teams to align campaigns and increase visitors to South Australia through events.
- Work with event management teams to coordinate the production of event collateral that is consistent with the event branding guidelines.
- Administer tracking and reporting procedures and communicate campaign outcomes and activities with all stakeholders.
- Communicate campaign activity to relevant internal and external parties including reports/briefings as required.

PERFORMANCE MEASURES

- Effective implementation of agreed marketing strategies and plans within budgets and timelines.
- Initiative demonstrated in identifying marketing opportunities.
- Delivery of creative briefs reflecting objectives and KPI's.
- Timely delivery of tracking and results.
- Professional productive working relationships with internal and external key stakeholders at all levels.

GROWTH AND DEVELOPMENT

- Review existing methods of marketing communication and identify opportunities for improving effectiveness, efficiency and productivity.
- Track, evaluate and report campaign performance, benchmarking against previous campaign results.
- Working with the Marketing Manager and Director, Events Marketing to coordinate customer insights research and translate results into market orientated actions.

PERFORMANCE MEASURES

- Business growth targets achieved.
- Research conducted with action flowing from results.
- Sponsored events contract deliverables met or exceeded.

TEAM

- Participate in the Performance Review process and aim to always achieve agreed objectives.
- Participate in brainstorming and development of innovative ideas and take an active role in the development of identifying marketing opportunities.
- Demonstrate a commitment to continually expand personal knowledge and skills in relation to marketing communication.

PERFORMANCE MEASURES

- Innovative contributions to strategy development and brainstorming sessions.
- Initiative demonstrated in identifying marketing opportunities.

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.

**SOUTH
AUSTRALIA** 



Government of South Australia
South Australian Tourism Commission