

Position Description

Marketing Coordinator, Interstate

Purpose of the position

The Marketing Coordinator, Interstate works with the Marketing Manager, Interstate to implement marketing campaigns that will deliver against agreed marketing objectives and calendar of activity for the interstate target market.

Position title:	Reports to:	Position Classification:
Marketing Coordinator, Interstate	Marketing Manager, Interstate	ASO4
Group / Unit:	Location:	Direct reports:
Marketing	Level 9, 250 Victoria Square	Nil

Our Values

Go Boldly	Be brave, back yourself and step outside your comfort zone
Dig Deeper	Be curious, go the extra mile, and find new ways
Share the Love	Be passionate, care for others and exceed expectations
Can Do	Be optimistic, think positively and overcome any challenge

Essential Criteria

Qualifications

- Tertiary qualification in marketing or tourism related field.

Skills, experience, and knowledge

- Experience in the implementation of advertising campaigns, including briefing suppliers and managing supplier relationships.
- Experience in production of marketing collateral from brief stage through to production and distribution.
- Knowledge of advertising and media buy strategies.
- Knowledge of the principles of marketing.
- Willingness to take direction, use initiative, work independently and be a team player.
- Ability to communicate effectively, both verbally and in writing, with people at all levels with a demonstrated ability to prepare and deliver compelling presentations.
- Excellent project, budget and time management skills.
- Ability to work effectively in an open plan team environment.
- Ability to understand research and analyse data.

Desirable Criteria

Skills, experience, and knowledge

- Working knowledge of government procurement policy and guidelines.
- Demonstrated knowledge of the South Australian tourism industry, its destinations and its competitors.

Experience

- Experience in national and local campaign coordination.

Competencies

Attention to Detail	Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time. Establishes and maintains systems and processes which produce a consistent outcome.
Creativity & Innovation	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
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.
Planning & Organisation	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of delegations, assignments, or projects. Works systematically and structures own time effectively.
Project Management	The ability to plan and schedule a medium to large size project; to involve and allocate appropriate resources; and to bring such projects to completion on time and within budgeted costs.
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.

Key Responsibilities

Effective Communication

- Work with internal and external stakeholders to ensure marketing activities are fully integrated and leveraged to their full potential.
- Contribute to providing feedback on creative concepts and executions and media strategies and plans.
- Provide regular updates to; Marketing Manager Interstate, broader Marketing team and internal stakeholders on campaign activities, results and learnings.
- Maintain sound records of interstate campaign activities, in the form of; campaign creative and media performance tracking, evaluations and benchmark against previous interstate campaign results.

Performance Measures

- Project completed within 1% of prescribed budget
- Interstate Marketing Manager is kept properly informed of relevant activity
- Records kept are accessible, easy to read and regularly maintained
- Adhere to Government advertising processes e.g., GCAC guidelines
- Development of an interstate campaigns performance dashboard.

Marketing Communications Activity

- Participate in the planning and development of marketing strategies and annual marketing plans.
- Contribute to the preparation of creative and media briefs.
- Prepare campaign and project plans and associated documents such as budget breakdowns and timelines ensuring they are executed on time and within budget.
- Work with Partnerships team to incorporate retail campaigns and retail call to actions on interstate campaigns.
- Coordinate the execution of all interstate production requirements for interstate campaigns.
- Maintain and report on campaign results through developing integrated campaign presentations and inputting data into the interstate campaign performance dashboard.

Performance Measures

- Successful implementation of marketing communication projects within prescribed timelines and budgets
- Professional and productive working relationships with internal and external key stakeholders at all levels
- Relevant stakeholders and senior management are informed of campaign results on a regular basis, to properly inform organisation of campaign progress and outcomes.

Advice & Development

- Participate in brainstorming and development of innovative ideas and take an active role in the development of campaign concepts and identifying marketing opportunities.
- Demonstrate a commitment to continually expand personal knowledge and skills to relation to marketing communication.

Performance Measures

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

Efficiently utilise external resources

- Contribute to the review of work processes between SATC and Advertising and Media Agencies.
- Contribute to streamlined briefing and delivery processes.
- Ensure the standard of strategic and creative work maintains a high standard with the appointed Advertising Agencies.

Performance Measures

- Satisfactory working relationship with external agencies.

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.
- 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.
- Out of hours work and some intrastate travel may be required.

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Executive Manager

Brent Hill

Executive Director
Marketing

Line Manager

Emma Rains

Marketing Manager,
Interstate

Incumbent

Name

Marketing Coordinator,
Interstate

Signed

Signed

Signed

Date

Date

Date