

# POSITION DESCRIPTION



MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES



Government  
of South Australia

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# Position Description

## Title

Manager, Western Markets

## Purpose of the position

The Manager, Western Markets is responsible for planning, managing and implementing the strategic objectives and operations of SATC marketing activities in international western markets. Specifically, the role is focused on planning, developing and implementing global marketing campaign activities and projects that grow the profile of South Australia. The role works alongside the Manager, Eastern Markets to contribute to the growth of South Australia's Visitor Economy through increased international visitation and spend.

Position Title:	Reports to:	Position Classification:
Manager, Western Markets	Director, Global Markets & Trade	Non-Executive Contract ASO7
Group / Unit:	Location:	Direct reports:
Destination Marketing	Level 9, 450 Victoria Square, Adelaide 5000	<ul style="list-style-type: none"> <li>1 Full Time Marketing Executive, Western Markets (Adelaide based)</li> <li>1 Part Time Marketing Executive, Western Markets (Adelaide based)</li> <li>Regional Manager, UK and Europe (London based)</li> <li>Regional Manager, New Zealand (NZ Based)</li> <li>Global Marketing Representatives (contracted) North America.</li> </ul>
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 qualifications in marketing, tourism or relevant discipline
- Demonstrated high level experience in the tourism industry

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrable experience in the (international) tourism industry with a focus on managing global teams in various time zones with multiple workflows.
- Ideally experience working within international markets.
- Exceptional experience in the travel and tourism industry, particularly in the international leisure sector.
- Demonstrated ability to provide expert advice on international matters and plan and implement activities in international markets aligned to the agencies key goals
- Sound knowledge of the international distribution system, marketing and tourism product requirements for various international markets.
- Proven management, leadership and communication skills, including people management and demonstrated ability to delegate responsibilities.
- Proven business planning and project management skills and experience, with demonstrated ability to initiate projects and action plans.
- Ability to influence and implement financial related decisions about international budgets in consultation with the Director, Global Markets and Trade
- Knowledge and ability to prepare contractual documents for legal review
- Understanding of cultural differences and language barriers.
- Excellent presentation and public speaking skills
- Proven negotiation and mediation skills with analytical and problem solving skills
- Proven ability to plan, organise and manage time productively to meet deadlines
- Relationship development with private and public sector organisations
- Demonstrated use of initiative and flexibility to manage challenging situations
- A high level of competency in using the Microsoft Office Suite
- Ability to travel domestically and internationally as required

## Desirable Criteria

### QUALIFICATIONS

- MBA or advanced degree in international relations, commerce or marketing

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Knowledge of the SATC's operations, policies, procedures and frameworks.
- Ability to summarise information into Ministerial and government briefing documents
- Knowledge of South Australia's tourism product
- Experience leading international teams
- Experience in leading delegations, tradeshow in overseas markets
- Spoken or written language skills of any of the languages spoken in the SATC's key markets.



Competencies	
<b>Communication / Presentation</b>	Expressing ideas effectively in individual and group situations (including non-verbal communication); presenting ideas effectively when given time for preparation (including use of visual aids); clearly expressing ideas in memoranda, letters, or reports that have appropriate organisation and structure, correct grammar, and language and terminology; and adjusting language tones to the characteristics and needs of the audience.
<b>Team Leadership</b>	Uses appropriate interpersonal style and methods to inspire and guide a team toward goal achievement. Facilitates the development of team members knowledge and skills. Provides timely feedback, guidance and training to help employees reach their job objectives.
<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.
<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>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>Achievement Orientation</b>	Sets high objectives or standards of performance for self/staff, others, and the organisation. Pays particular attention to detail and shows high levels of energy and determination to ensure high standards are achieved.
<b>Influencing</b>	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, superiors) toward desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.

## Key Responsibilities

### MANAGEMENT OF SATC'S WESTERN MARKETS OFFSHORE TEAM

#### (United Kingdom, Europe, North America, New Zealand)

- Maintain an effective working relationship with SATC's Western Markets team including United Kingdom, Europe, North America and New Zealand to ensure they excel in promoting South Australia.
- Managing the offshore Western Markets team to work efficiently and in line with SATC processes.
- Provide strategic direction related to the annual operating plans and the SATC marketing activities to in market representatives and Director, Global Markets & Trade.
- Facilitation and recommendations related to international representative contracts and associated activities, including the successful undertaking of procurement and reviewing of tenders to ensure the SATC has the most suited and best value contractors in place.
- Proactively manage the SATC's representation (and other) contractors to ensure they are delivering value for money and make recommendations for renewal or tendering of representation contracts for Global Markets.
- Monthly review and approval of offshore team expenses
- Oversee budget management across all Western markets
- Adherence to SATC Policies and Procedures including but not limited to Procurement procedures and ability to provide expert advice regarding any government policies related to international markets
- Support PR, Social, Digital and creative agencies in-market with the support of the wider marketing team in the Adelaide office.
- Other activities as requested by the Director, Global Markets & Trade and/or the Executive Director, Marketing.

### PERFORMANCE MEASURES

- Timely renewal of contracts
- Procurement procedure followed and implemented
- Excellent communication between Adelaide office and in market representatives
- Excellent communication with the Manager, Eastern Markets

### MANAGEMENT OF STRATEGY AND IMPLEMENTATION OF MARKETING ACTIVITY IN THE SATC PRIORITISED WESTERN MARKETS

- Initiate and oversee the strategic direction and facilitate implementation of activity for the promotion of SA in the SATC prioritised Western markets, constantly evaluating and using insights to drive future activities.
- Develop (in conjunction with in-market managers and with assistance from the Marketing Executive, Western Markets); Annual Operating Plans (AOPs) which align to the SATC Strategic, Corporate and Operating plans

- Once approved, implement AOPs through the in-market managers and with assistance from the Marketing Executive, Western Markets.
- Manage projects and campaigns within timeframes and budgets.
- Oversee the contracting, and in collaboration with the legal team manage any requests of a legal nature related to cooperative campaigns with partners within Western markets.
- Oversee, in conjunction with the Marketing Executive, Western Markets the implementation of the transition toward digital marketing in these markets.
- Provide input into the planning of international trade and media familiarisation tours.

## **PERFORMANCE MEASURES**

- Development of AOPs by deadlines
- Implementation of approved annual operating plans / marketing activities in all SATC prioritised Western markets.
- Evaluation of marketing activities through implementing bold ROI targets.
- Respond to markets needs and provide direction and advice on any opportunities that arise from global markets
- Continue implementation of the digital transformation of the SATC's global marketing.

## **INDUSTRY SUPPORT AND DEVELOPMENT**

- Advise and assist South Australian operators in the promotion of their products in global markets, including communication of marketing opportunities, and education.
- In conjunction with SATC's overseas representatives, identify relevant trade and consumer shows for operator participation, or for SATC organised roadshows;
- Provide guidance to South Australian tourism operators wishing to enter into international markets through formal and informal programmes.

## **PERFORMANCE MEASURES**

- SA operator involvement in marketing opportunities
- Timely communication with South Australian tourism operators

## **BUSINESS RELATIONSHIPS**

- Develop and maintain positive working relationships with Tourism Australia, STO's, and priority airlines.
- Identify and implement strategic alliances with industry partners (key distribution partners, Aussie Specialist and other trade partners) to build the profile and create positive outcomes for South Australian tourism operators.
- Develop a professional and collaborative relationship with SA tourism operators active in international markets.
- Professionally represent the SATC at industry functions, seminars, trade and consumer shows, roadshows, missions and conferences within Australia and overseas as required.
- Liaise with other SATC units (Destination Development, Digital, PR, Trade Events, Projects and Famils) to deliver joint outcomes.
- Hosting international trade and media familiarisation dinners and/or familiarisations as required.

## PERFORMANCE MEASURES

- Positive relationship with TA, STO's and key industry partners
- Attendance at key business meetings with internal and external parties and contribution to outcomes
- Availability for familiarisation hosting

## REPORTING

- Review, measure and evaluate the effectiveness of initiatives in western markets as part of ongoing performance reviews.
- Oversee and manage budgets of all markets to ensure marketing funds are managed appropriately and report any discrepancies to Director, Global Markets & Trade.
- Provide reports of activities as required to the Director, Global Markets & Trade and other ad hoc reports as required to Executive Director, Marketing and other senior SATC staff.
- Provide Government, Ministerial, Board and other briefs and reports as required

## PERFORMANCE MEASURES

- Timely provision of feedback, reports, plans and ministerial requests
- Adherence to global markets budget

## STRATEGIC MANAGEMENT

- Plan, develop and oversee the strategic direction for marketing activities
- Report and/or present to senior management on any changes in trends and focus, including opportunities from potential emerging markets.
- Ensure the off shore team implement all areas of the core brand proposition including but not limited to the brand guide lines, font, tone of voice personality and hero imagery as appropriate
- Actively lobby Tourism Australia along with SATC team members to use SATC imagery and content where it also aligns to TA brand guidelines to ensure a better consumer journey (from national promotional activity into State activity).
- Seek long term marketing agreements with relevant airlines who include Adelaide into their network.
- Seek where relevant data transfer relationships with travel trade partners including airlines.

## PERFORMANCE MEASURES

- Development of long-term strategy for international markets, constantly changing and adapting to market forces.
- Professional delivery of strategic insights to key stakeholders.

### **LEAD AND INSPIRE TEAM**

- Communicate team and individual objectives and gain commitment to achieve results.
- Use cultural liaison skills to ensure that team offshore are delivering on objectives, whilst respecting the differences in work styles that come from working in global business environments
- Ensure regular team briefings occur and feedback from meetings is addressed.
- Monitor performance of team and team members to empower them to achieve business objectives. Coach appropriately to gain exceptional performance.
- Conduct Performance Reviews against agreed objectives. Motivate and support staff by developing common goals and recognising individual efforts.
- Ensure development of staff to support strategic direction and business objectives by providing guidance and training support.
- Ensure principles of equal opportunity, fairness, honesty and respect are exhibited in all interactions in the workplace.

### **PERFORMANCE MEASURES**

- KPI's set for individuals and teams
- Conduct the mid-year and end of year performance reviews for the SATC's international facing team members both in market and in Adelaide.
- Staff satisfaction with feedback and consultation practices
- Staff satisfaction with communication
- Seek high retention levels of international representatives.
- Superior performance recognised appropriately

### **ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS**

- 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 OHSW
- 100% attendance in relevant safety training i.e. safe driver training
- Knowledge and appropriate application of OHS&W 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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Executive Manager	Line Manager	Incumbent
<b>Erik de Roos</b> Executive Director Marketing	<b>Chantal Ward</b> Director, Global Markets & Trade Marketing	<b>Name</b> Manager, Western Markets Marketing

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