

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



Government
of South Australia

TOURISM.SA.GOV.AU

Position Description

Manager, Industry Development and Global Capabilities

Purpose of the position

The Manager, Industry Development and Global Capabilities is responsible for driving the growth and sustainability of South Australia's visitor economy by enhancing and developing demand-driving tourism experiences. This role plays a crucial part in strengthening the local tourism industry's ability to compete internationally by supporting businesses in understanding and responding to emerging market trends, building cultural competency, and developing strategies to attract and effectively service international visitors.

A key focus of the role is facilitating industry capability development through programs such as the Experience Development Program and the Distribution Ready Program, which support the creation of high-quality tourism products and experiences. The Manager also works closely with the Global Trade and Marketing Unit to align global strategies with local opportunities, ensuring that businesses are market ready.

The Manager, Industry Development and Global Capabilities work collaboratively to build and maintain strong relationships with stakeholders, contributing to sector-specific projects and strategies that align with the objectives of the Destination Development Unit within the South Australian Tourism Commission. This role supports initiatives that enhance the competitiveness of South Australia's tourism industry and strengthen its reputation as a premier tourism destination.

Position Title:	Reports to:	Position Classification:
Manager, Industry Development and Global Capabilities	Director, Regions and Industry Development	Non-Executive AS06
Group / Unit:	Location:	Direct reports:
Destination Development	Level 9, SA Water House, 250 Victoria Square	N/A

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 or diploma qualification in Business Management, Project Management, Tourism, or a related field

SKILLS, EXPERIENCE AND KNOWLEDGE

- Highly developed interpersonal skills and demonstrable skills in working with multi-disciplinary teams
- Proven project and account management experience
- Strong written and verbal communication skills
- Demonstrated relationship building and leveraging skills
- High-level presentation and commercial negotiation skills
- Ability to influence stakeholders and navigate challenges
- Proactive approach to getting things done
- Business development experience
- An understanding of the tourism landscape in South Australia
- An understanding of tourism distribution
- Experience in government liaison
- Ability to develop comprehensive commercial proposals, including sourcing relevant data and insights.

Desirable Criteria

QUALIFICATIONS

- None

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in product or experience development
- Business acumen
- Technical and digital knowledge
- Experience in managing or advising small businesses
- A sound knowledge of the Australian and South Australian tourism and travel industry, particularly regarding product development, tourism distribution and marketing
- International tourism knowledge
- Proven experience in negotiating favourable outcomes with various stakeholders
- Highly developed skills in government liaison and negotiations
- A demonstrated knowledge and understanding of the Aboriginal culture, including community and society and the issues affecting it as well as an ability to communicate sensitively and effectively with Aboriginal people.

Competencies

Business Acumen	Ensures that own area contributes to the organisation's ability to meet its strategic objectives. Takes business decisions based on cost benefit analysis, business savvy and consideration of organisational constraints and resources
Adaptability	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.
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.
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.
Accountability	Is honest and ethical in all actions, such that others' trust is developed and maintained; demonstrates behaviour that is consistent with the organisation's direction, values and policies.
Influencing	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.
Achievement Orientation	Sets high objectives or standards of performance for self, others, and the organisation. Pays particular attention to detail and shows high levels of energy and determination to ensure high standards are achieved.
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.

Key Responsibilities

TOURISM PRODUCT DEVELOPMENT

- Support the tourism industry to develop new and enhanced, demand-driving, tourism experiences that align with the South Australian Tourism Commission's strategy and appeal to key target markets.
- Collaborate with industry partners to develop products and experiences that align with South Australia's brand pillars and deliver measurable outcomes.
- Lead and support South Australian tourism operators to enhance their business capabilities and improve the saleability of their products across all distribution channels.
- Actively work with state government, local government, and regional tourism authorities to partner on and leverage experience development initiatives.
- Develop comprehensive proposals and deliver presentations when required.
- Undertake research and identify product and experiences gaps and work with key stakeholders to implement solutions.
- Increase South Australia's experience presence throughout domestic and international distribution channels.
- Cultivate strong relationships with key government and private partners to influence the promotion and conversion of South Australian tourism experiences.

PERFORMANCE MEASURES

- Positive engagement with local, state, and federal governments to influence the development of new tourism experiences in South Australia.
- Increased availability of South Australian tourism products across domestic and international tourism distribution channels (both traditional and online).
- Highly developed relationships with key influencing partners in the state and national tourism industry.
- Strong relationships with key stakeholders in the state and national tourism industry.
- Successful delivery of industry capability programs such as the Experience Development Program and Distribution Ready Program.
- Timely management and implementation of sector-specific Action Plans within budget.
- Accurate and up-to-date management of major projects and experiences.

GLOBAL CAPABILITY DEVELOPMENT

- Act as the primary point of contact for tourism operators seeking to become export-ready or understand more about market readiness, providing guidance and support in aligning their offerings with global market demands.
- Build and maintain strategic relationships with key tourism stakeholders to facilitate knowledge exchange and industry collaboration, supporting the development of tourism products that are market-ready and globally relevant.
- Stay up to date with global tourism trends, digital transformation, and emerging market demands, providing insights to industry stakeholders on how to adapt and innovate for a competitive edge in the global marketplace.
- Educate and guide tourism businesses on adopting new digital tools and strategies to enhance their global market readiness, focusing on technology-driven solutions for distribution, customer engagement, and operational efficiency.

- Collaborate with the Global Trade and Marketing Unit to align South Australia's tourism strategies with global market opportunities, ensuring the state's offerings meet international standards and evolving visitor expectations.
- Prepare and present reports, strategic papers, and market insights for the Minister, SATC Board, and Executive Management, highlighting opportunities and challenges in global tourism markets.

PERFORMANCE MEASURES

- Proactively build and maintain strong, collaborative relationships with tourism stakeholders, fostering a shared understanding of global tourism trends and opportunities.
- Support tourism businesses by providing actionable insights on global market trends, digital transformation, and best practices for achieving market readiness.
- Contribute to the development of education programs that enhance industry capacity, focusing on emerging digital tools and market strategies that drive global competitiveness.
- Successfully promote and integrate global market insights into the tourism industry's development plans, ensuring South Australia's tourism offerings meet the demands of international visitors.

RELATIONSHIP DEVELOPMENT

- Proactively identify and cultivate relationships with key tourism industry stakeholders, including those relevant to sector priorities.
- Leverage these relationships to secure favourable outcomes for South Australian tourism.
- Ensure consistent and effective contact with key industry customers and stakeholders.
- Provide guidance to the industry on product and tourism development to support growth in visitation.

PERFORMANCE MEASURES

- Development of positive relationships that enhance tourism opportunities in South Australia and support sector-specific projects.
- Regular contact with 100% of account-managed major project contacts and tourism operators, ensuring progress on agreed action plans.
- 100% of key industry stakeholders in sector-specific areas contacted regularly.
- 100% of regional tourism officers in relevant tourism regions contacted regularly.

ACCOUNT MANAGEMENT

- Serve as the primary point of contact for tourism operators within managed regions, providing support for experience development and handling enquiries, especially for operators with export potential.
- Build and sustain relationships with key industry stakeholders.
- Collaborate with other SATC departments to offer relevant support to tourism operators.
- Cultivate relationships to facilitate the development of new tourism experiences and packages.

PERFORMANCE MEASURES

- 100% of managed account data is up to date.
- Contact details and operator information are consistently updated in the Customer Relationship Management (CRM) platform.

COMMUNICATION

- Assist the Senior Manager in communicating Industry Development Team priorities and outcomes as needed.
- Maintain active communication with key tourism trade partners.
- Ensure timely and consistent flow of relevant information to both internal and external stakeholders, keeping them informed on the progress of new experiences and major projects.

PERFORMANCE MEASURES

- Timely completion of ad hoc and quarterly reporting.
- Positive feedback from stakeholders on communication effectiveness.

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Adhere to SATC policies 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.
- The incumbent will 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
Nick Jones Executive Director Destination Development	Miranda Lang Director, Regions and Industry Development	Name Manager, Industry Development and Global Capabilities Destination Development

<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>