

# Position Description

## PR Coordinator

### Purpose of the position

The PR Coordinator will work closely with the Senior Manager PR and Advocacy and both the Domestic and International PR Advisors to develop, research and fact-check content, respond to media enquiries, assist with the coordination of the hosted media famil programs as well as PR projects, and provide media monitoring support. The role will also provide a strong level of administrative support through the collation of information for reports, government briefings and ministerial documents, and contracts. Additionally, the PR Coordinator will support the Senior Manager, PR and Advocacy in miscellaneous tasks within unit projects, as well as work closely with the Publicist to roll out PR projects and agency specific projects throughout the year.

The role will require a small level of strategic input and support, working closely with the wider PR team to develop innovative ideas and support PR Project opportunities that align with and supports the PR and Marketing campaigns and objectives.

<b>Position Title:</b>	<b>Reports to:</b>	<b>Position Classification:</b>
PR Coordinator	Senior Manager, PR & Advocacy	ASO3
<b>Group / Unit:</b>	<b>Location:</b>	<b>Direct reports:</b>
Marketing	Level 9, SA Water House, 250 Victoria Square	N/A

### 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, or equivalent experience, in marketing, communications, public relations, tourism or other relevant discipline

### Skills, experience, and knowledge

- Strong verbal and administrative skills
- Strong verbal and written skills
- Strong interpersonal skills when communicating over the phone, in writing or in person in a variety of capacities
- Excellent planning and organisational skills with an ability to prioritise workloads and meet deadlines
- Ability and willingness to take direction, work independently and be a team player
- Experience in event and project coordination
- Strong understanding of the social media space
- Ability to think creatively and promptly
- Reliable research methods and production skills
- Strong media and influencer knowledge and understanding
- Reliable research methods
- Excellent knowledge of the English language
- Ability to appropriately represent the SATC

## Desirable Criteria

### Skills, experience, and knowledge

- Knowledge and understanding of the tourism industry and the services it provides, including operator knowledge
- Knowledge of Government organisations and processes
- Established media and influencer relationships
- Experience in event management

Competencies	
<b>Communication</b>	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.
<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>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. Creates and implements project opportunities that align with wider campaign objectives.
<b>Self-Management</b>	Organised and efficient in own work habits; plans and priorities time effectively; has tools and/or a system in place to prioritise tasks and keep track of promised actions and important deadlines.
<b>Attention to Detail</b>	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.
<b>Team Work</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.

## Key Responsibilities

### Media Liaison and Support

- Assist with and respond to media enquiries, research and fact-check content to ensure its suitability for target publications and markets
- Assist with and support the development of publicity activities and agency projects, story ideas and familis that position South Australia as a must-visit destination and changes perception
- Manage the SATC's reputation by responding both reactively and proactively to media and influencer enquiries
- Establish and maintain relationships with key media and influencers domestically and internationally
- Work closely with the PR team to manage logistics across all PR related activity and projects
- Assist with the planning and coordination of media famil itineraries, in conjunction with the PR and famil teams, including hosting duties
- Assist wider PR team with media, influencer and imagery enquiries
- Provide support to regional managers and industry when required
- Support and work with National PR Agency for all PR related activity including PR Project opportunities
- Develop destination content relevant to intrastate, national and international media for use in campaigns, fact sheets, personality profiles and other PR collateral
- Assist with marketing campaigns by creating and editing campaign content working closely with the domestic marketing and PR teams to ensure all requirements are met and cross promotional opportunities sought
- Collate information for and distribute a weekly PR key highlights update to key stakeholders (RTM's, operators etc), including internal PR updates
- Create and provide key messaging and pitching angles (Pitch Pack) to support marketing and PR initiatives
- Ensure consistency of messaging and editorial style

### Performance Measures

- PR projects and activities are coordinated effectively and efficiently, ensuring that all PR related activity supports and aligns with the overarching PR and marketing strategies
- All PR and famil relating activities result in positive media coverage with on-target messaging that helps with changing perceptions and broadening our appeal as a state
- Media queries are responded to appropriately, accurately and swiftly
- All PR updates are accurate and sent out consistently by required deadline
- Media are kept up-to-date with tourism news and products in South Australia

- Contribution towards publicity values (KPIs) of PR Unit
- PR projects and activities are successful in the implementation and coordinated efficiently
- Strong relationships developed with Media, influencers and key industry stakeholders including RTM's and operators
- SATC PR collateral is relevant, accurate and reinforces key messages
- Written material is concise, accurate and provided within agreed timelines
- Knowledge of tourism news and products in South Australia are kept up to date
- Contribution towards publicity values (KPIs) of PR Unit - ASR and reach increases YOY; measurement of sentiment, share of voice and impact inclusive.

## Administration

- Help maintain and update the media database
- Monitor media and influencer coverage and collate articles for internal reporting in conjunction with the other PR team members, utilising Isentia media portal
- Respond to various project-related enquiries
- Manage all PR team reporting – Domestic and International PR reporting, including weekly PR wrap reports, project reports, industry reports, PR update report.
- Assist with coordinating responses on Freedom of Information enquiries related to publicity as well as any Ministerial requests that come through
- Assist the Senior Manager with day to day administrative tasks
- Help maintain the SATC's corporate Instagram account with relevant PR content in conjunction with the other PR team members

## Performance Measures

- Distribution lists on the media database are kept up to date and accurate
- Enquiries from the public and various project-related enquiries are dealt with swiftly, appropriately, and accurately – in conjunction with the wider team
- Reporting is kept accurate and up to date– in conjunction with the wider team
- The public relations filing system is up to date – in conjunction with the wider team
- All administrative tasks are completed swiftly, on deadline with strong attention to detail
- PR content is regularly updated on the SATC Corporate Instagram account

## 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
- 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 may be required.

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### Executive Manager

**Erik de Roos**  
Executive Director, Marketing  
Marketing

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Signed

\_\_\_\_\_  
Date

### Line Manager

**Amy O'Shaughnessy**  
Senior Manager, PR and  
Advocacy  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

### Incumbent

**TBC**  
PR Coordinator  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date