

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



Position Description

Director, Destination Public Relations

Purpose of the position

The position is responsible for the general management of Public Relations related activities that contribute to the marketing and promotion of South Australia as a desirable tourism destination.

The Director, Destination Public Relations is a key function in SATC's Strategic Communications and Engagement department and manages a team of PR professionals, as well as the PR agencies and consultants in domestic and global markets. The role ensures brand-aligned PR strategies are effectively integrated into marketing campaigns to help generate earned media for South Australia. In doing so, this will ensure effective ROI of PR investments made whilst contributing to the growth of South Australia's brand awareness goals and visitor economy.

The Director, Destination Public Relations is also responsible for the direction of the SATC's media and brand advocate famil program, as well as the procurement, management and execution of strategic sponsorships & partnerships.

Position Title:	Reports to:	Position Classification:
Director, Destination Public Relations	Executive Director, Strategic Communications & Engagement	Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Strategic Communications & Engagement	Level 9, SA Water House, 250 Victoria Square	PR Managers (x3) Famils Coordinator

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 qualification, or equivalent, in PR, marketing, communications, public relations, tourism or other relevant discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Strong knowledge and understanding of PR
- Strong knowledge of brand and marketing strategy
- Experience in extensive, integrated and detailed PR campaigns
- Experience in creating strategic PR and communication plans
- Expertise in PR Measurement – to analyse and report on ROI
- Experience in dealing with (PR) agencies, managing retainers and ensuring work is on strategy and meeting expectation
- Ability to handle complex elements such as events, celebrity management, brand advocates, advocacy and PR activations.
- Strong leadership skills
- Solid contract and budget management skills
- Experience in negotiating sponsorship and partnership opportunities as well as contracts
- Strong network across media, agents and brand advocate landscape
- High level written and verbal skills
- Ability to communicate effectively at Executive and Board level
- High level experience in influencing outcomes across an organisation
- Demonstrated ability to perform well under pressure
- Strong stakeholder management skills
- Project management skills
- High attention to detail

Desirable Criteria

QUALIFICATIONS

- Additional qualifications in PR, marketing, communications, public relations, tourism or other relevant discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Familiarity with the digital and social media marketing methodologies and trends
- Experience in consumer marketing, tourism and brand
- Experience with procurement processes
- Understanding of corporate communications
- Understanding and experience in managing government relations and relevant associated processes
- Understanding of event and activation management

Competencies	
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
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
COACHING AND MENTORING	Guiding, training and managing staff in order to achieve their potential and achieve positive results for the Agency
ACHIEVEMENT ORIENTATION	Sets high objective and 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
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.
NETWORKING	The ability to identify, build and maintain short and long term networks useful to achieving business objectives. It includes building relationships with people who may be helpful in creating opportunities further down the line, e.g. colleagues, external associates and professional associates
STRATEGIC THINKING	Demonstrates a broad-based view of issues, events and activities and a perception of their longer term impact or wider implication

Key Responsibilities

PUBLIC RELATIONS

- Manage the day-to-day activity across domestic and international PR – ensuring we are targeting key publications and media growing awareness for South Australia’s diverse tourism offering, aligned with our brand strategy.
- Maximise exposure from key tourism publications and lists – ensuring South Australia is talked about as a highly desirable destination on a consistent basis, whilst aligning to South Australia’s brand strategy.
- Monitor performance of SATC’s PR – ensuring PR plays an integrated role in campaigns and helps support the strategic direction of the team, helping drive conversion and expenditure into the State.
- Work closely with the Events PR and Marketing team to support events in alignment with the destination marketing teams objectives
- Collaborate with SATC staff, overseas offices and agencies to drive high-quality, relevant PR across domestic and global media.
- Collaborate on our international strategy with our GM of Global Markets.
- Manage brand ambassadors and partnerships, ensuring objectives are met and integrated across the broader team.
- Work closely with the local and global Tourism Australia PR & Marketing teams to maximise South Australia’s exposure and utilise the International and Domestic Media
- Hosting Programs driven by TA
- Develop and work across strategic content partnerships domestically as well as internationally to keep South Australia top of mind and inspire travel to our State and city.
- Work with other STO’s on aligned PR activity that could mutually benefit SA.
- Develop strong partnership opportunities which align with the national markets team to ensure maximum efficiency and earned media outcomes.
- Work across and support SATC projects and campaigns that support the wider agency objectives.

PERFORMANCE MEASURES

- PR metrics such as potential reach, sentiment, number of articles and impressions to determine effectiveness of spend and targets

FAMILIARISATIONS (FAMILS)

- Manage the media famil program – ensuring we target key individuals, publications and media that will help grow awareness for South Australia. Ensure targets are on strategy aligned with the broader marketing strategy and initiatives.
- Manage the famil budget effectively working with operators to elaborate on the opportunity and what will be expected and result from the famil. Ensure the budget is managed appropriately growing both new and experienced operators, but helping our industry develop as a result.
- Target key media and align to new, fresh, unique experiences, accommodation, offers growing an understanding of what South Australia has to offer.
- Maximise Tourism Australia’s International and Domestic Media Hosting Programs to ensure we are getting our share of voice amongst other STO’s- this includes the TA Friends of Australia program.

PERFORMANCE MEASURES

- FAMILS metrics – reporting on how many, what was achieved as a result, and what awareness gained - ROI
- Budget management
- Industry communications - ensure operators are clear on the opportunity, what is expected, and what has resulted from familS.

PLANNING / REPORTING

- Develop plans and processes for PR, with an emphasis on being topical and relevant to the broader tourism campaigns and events going on in South Australia.
- Evaluates results – regular reporting to the team and to featured operators.
- Looking ahead at campaign calendars, strategic plans and key booking periods to ensure PR is relevant, topical and resulting in measurable actions.

PERFORMANCE MEASURES

- Aligned KPI’s – awareness, consideration, conversion – visitor expenditure.
- Operators benefitting from inclusion in PR, content and activations.
- South Australia and our operators and tourism experiences appearing in key publications, with desirable commentary about South Australia as a tourism destination.
- Integrated and rolled up results in line with other teams within marketing such as ROI with Partnerships, measurable awareness with the Domestic and International teams, and results from brand advocate and ambassadors - through the use of UTM links and website tags on relevant articles generated through earned media.
- Sharing content to be used on southaustralia.com where possible

LEAD AND INSPIRE TEAM

- Provide vision and leadership to the PR team by:
 - Implementing appropriate leadership styles to varying situations in order to achieve understanding of strategic direction, productivity and contributing to a positive team culture.
 - Advocating SATC corporate plan objectives during the annual business planning process.
 - Ensuring all staff undertake a formal bi-annual performance review process, which includes an appropriate professional and/or personal action development plan.
 - Ensure development of staff to support strategic direction and business objectives by providing guidance and training support.
- Responsible for continuous communication of SATC plans and decisions through regular meetings; and
- Ensure principles of equal opportunity, fairness, diversity, honesty and respect are exhibited in all interactions in the workplace.

PERFORMANCE MEASURES

- 100% of staff receive annual performance review process.
- Regular WIP meetings held.

BUSINESS AND FINANCIAL

- Responsible for the domestic and global PR & Famils budgets
- Responsible for the effective management of the group's annual budget: forecasting, tracking, realignment during the midyear budget review process.
- Work towards a 1% variance in the total budget at the end of each financial year.
- Develop Budget Bids where required.
- Contract management: responsible for the PR team's contracts with third parties: ensure contracts are updated and are being serviced in accordance to the SATC's procurement processes
- Support SATC's Executive Services with requests for: Ministerial's Cabinet Submissions, Freedom of Information requests, Annual Report, Budget Portfolio Statements, Estimates, Parliamentary Briefing Notes etc
- Responsible for complying with the State Governments Communications Advisory Committee (GCAC) process for approval of PR campaigns and activities
- Ensure expenditure with third party agencies does not exceed contracted values

PERFORMANCE MEASURES

- Budget is not exceeded
- Expenditure with contracted third-party suppliers not exceeded
- 100% of output has necessary Government approvals

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.

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Executive Manager

Incumbent

Chris Burford
Executive Director
Strategic
Communications
& Engagement

Name
Director, Destination Public
Relations
Strategic
Communications
& Engagement

Signed

Signed

Date

Date