

# POSITION DESCRIPTION



**MAKING A  
DIFFERENCE SO  
SOUTH AUSTRALIA  
THRIVES**



**TOURISM.SA.GOV.AU**



# Position Description

## Campaign Manager, Events (Managed)

### Purpose of the Position

The South Australian Tourism Commission (SATC) is responsible for the creation, development, and procurement of nationally and internationally recognised events to promote South Australia as a tourism destination, increase its appeal and drive visitation demand. The Campaign Manager, Events is responsible for creating awareness and driving demand of SATC's managed events. In doing so, the role will help grow visitor numbers and expenditure, generate ticket and product sales and increase attendances to generate economic and social benefit for South Australia.

The SATC owns and manages three events, including the Santos Tour Down Under (TDU), Tasting Australia presented by Journey Beyond (TA) and the National Pharmacies Christmas Pageant (NPCP). The Campaign Manager, Events is responsible for the development and implementation of the marketing plans for these events.

This role will work closely with other areas of the SATC's marketing department, including Marketing & Creative Services, Digital Marketing and Global Markets & Trade. This role will also actively promote integration, communication and cross-collaboration with other areas of the SATC business, in particular Events South Australia and Strategic Communication and Engagement group.

| Position Title:              | Reports to:                                     | Position Classification:  |
|------------------------------|---|---|
| Campaign Manager, Events     | Marketing Manager, Events                       | ASO6<br>Non-Executive contract                                    |
| Group / Unit:                | Location:                                       | Direct reports:   |
| Events Marketing / Marketing | Level 9, SA Water House,<br>250 Victoria Square | Digital Marketing Coordinator x<br>1<br>Marketing Assistant x 0.6 |

## 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 a related discipline such as marketing, tourism and or business management

### SKILLS, EXPERIENCE AND KNOWLEDGE

- Proven experience in developing marketing strategies that deliver against business objectives.
- Deep understanding of paid media, including implementation, optimisation and measurement of activity.
- Knowledge and understanding of contemporary marketing and communication practices.
- Demonstrated experience in leading the delivery of a campaign from briefing through to production and distribution.
- Previous experience in engaging cross functional teams to develop integrated campaigns.
- Proven experience in measuring and evaluating activity (ROI) and experience in using analytic tools.
- High level of understanding of the media landscape and emerging trends.
- Highly developed oral and written communication skills and proven experience in communicating with people at all levels.
- Demonstrated experience in using creative and innovative solutions to deliver against business objectives.
- Proven high level project management skills gained in a consumer marketing environment, including experience managing multiple projects with tight deadlines.
- Demonstrated experience developing, managing and coordinating creative and media briefs and deliverables with both internal creative teams and external agencies.
- Experience working within corporate governance frameworks including: budget management, risk management, procurement and contract management.

- Strong written communication skills with ability to prepare detailed briefs/reports for internal and external stakeholders.
- Strong attention to detail.
- Experience leading a team and fostering a culture which recognises the importance of consultation and collaboration.

### **Desirable Criteria**

#### **QUALIFICATIONS**

- Post-graduate qualification

#### **SKILLS, EXPERIENCE AND KNOWLEDGE**

- Working knowledge of government procurement policy and guidelines.
- Experience in developing and implementing marketing plans and campaigns within the events, tourism and/or marketing entertainment industries.
- Knowledge of the tourism industry in South Australia.
- Understanding of digital marketing tools and software solutions (e.g. Adobe Ad Cloud, Monday.com)
- Ability to use Adobe Creative Suite.
- Experience in Customer Experience (CX) Strategy Design, and its application to campaign implementation

| Competencies                     |  |
|----------------------------------|--|
| <b>STRATEGIC THINKING</b>        | Demonstrates a broad-based view of issues, events and activities and a perception of their longer-term impact or wider implications. Ability to determine all available data points and summarise key insights and translate them into actionable recommendations for marketing activity.                                  |
| <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>STAKEHOLDER COMMUNICATION</b> | The ability to plan and schedule engagement programs to communicate campaign activity to internal and external stakeholders, including the development of relevant toolkits and materials for optimal integration and success.   |
| <b>CREATIVITY AND INNOVATION</b> | Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.   |
| <b>DECISION MAKING</b>           | Secures relevant information and identifies key issues and relationships; relating and comparing data from different sources; involves appropriate others; chooses an action after developing alternative courses of action that are based on logical assumptions and factual information; and is decisive where required. |
| <b>PROJECT MANAGEMENT</b>        | 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.  |
| <b>PLANNING AND ORGANISATION</b> | 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.  |
| <b>PROBLEM SOLVING</b>           | When confronted with a problem tries to understand the "bigger picture" and gathers appropriate information to consult with others and to come to a decision regarding the best possible solution.   |

## Key Responsibilities

### DELIVERY OF MARKETING PLANS

- Effectively develop and deliver marketing plans and campaigns for SATC's managed events.
- Management of workflow with creative services, media agencies, media partners to ensure work is in accordance with the agreed briefs.
- In collaboration develop briefs for internal teams and external agencies.
- Track, evaluate and report campaign performance throughout the campaign period, and review activity against previous campaign results.
- In conjunction with the Marketing Manager coordinate the State Governments Communications Advisory Committee (GCAC) process for approval of advertising campaigns and communications.
- Management of budgets, assuming responsibility for ongoing monitoring of expenditure to ensure budget objectives are achieved.
- Review existing methods of marketing and communications and identify opportunities for improving effectiveness, efficiency and productivity.

### PERFORMANCE MEASURES

- Development and implementation of agreed marketing strategies and plans for SATC's events.
- Achievement of agreed marketing KPI's including visitation numbers, ticket/product sales, attendances, broadcast numbers and digital metrics.
- Effective budget management and expenditure.

### TEAM LEADERSHIP

- Collaborate with and provide support to the Digital Marketing Coordinator and Marketing Assistant to deliver on strategic vision and leadership to the Events Marketing team by:

- Implementing appropriate leadership styles to varying situations in order to achieve understanding of corporate direction, high levels of staff morale and productivity.
  - Promoting cross-collaboration and integration between marketing teams and SATC departments.
  - Ensuring Digital Marketing Coordinator and Marketing Assistant 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 informal monthly gatherings; and
- Ensure principles of equal opportunity, fairness, diversity, honesty and respect are exhibited in all interactions in the workplace.

**PERFORMANCE MEASURES**

- Annual staff survey results
- 100% of staff receive annual performance review process
- Regular WIP meetings held
- Role model the SATC Marketing Team Values and SATC corporate values
- Encourage development and training to continue to grow the team
- Promote a culture of innovation, drive and looking to use the latest tools to succeed and keep up with technology and marketing methods in order to succeed

**AGENCY MANAGEMENT**

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

**PERFORMANCE MEASURES**

- Exemplary working relationships with external agencies.
- Contracted agencies successfully deliver on mutually agreed outcomes and objectives within set timeframes and within budget

**BUSINESS & FINANCIAL**

- Adhere to Government advertising processes e.g., GCAC guidelines
- Support SATC's Executive Services with requests for: Ministerials, Cabinet Submissions, Freedom of Information requests, Annual Report, Budget Portfolio Statements, Estimates, Parliamentary Briefing Notes etc
- Manage budgets and ensure projects are delivered on time but also within budget.
- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.

**PERFORMANCE MEASURES**

- Work towards a 1% variance in the total budget for interstate at the end of each financial year.

- Timely delivery of requested documentation from Executive Services

#### **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 and successful completion of required driver training.
- Out of hours work will be required.
- Intrastate and interstate travel may be required.



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Executive Manager

**Erik de Roos**  
Chief  
Marketing Officer

Line Manager

**Ruby Hannam**  
Marketing Manager, Events

Incumbent

Vacant  
Campaign Manager, Events

Signed

Signed

Signed

Date

Date

Date