

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



TOURISM.SA.GOV.AU

Position Description

Digital Marketing Coordinator, Events

Purpose of the position

The South Australian Tourism Commission owns and manages three events including: Santos Tour Down Under, Tasting Australia presented by RAA Travel and National Pharmacies Christmas Pageant. Reporting to the Marketing Manager, the Digital Marketing Coordinator, Events is responsible for coordinating and undertaking digital marketing activity to drive traffic to event sites and increase engagement across owned channels.

Working as part of the Events Marketing team, the Digital Marketing Coordinator, Events will assist in the coordination of paid performance media across domestic markets, including collaborating with media buying agencies and various teams within the organisation.

Working with the Digital Producer, the Digital Marketing Coordinator, Events will also play a role in the execution of our social media activity and key social deliverables for event partners (sponsors, associated events, host councils).

The Digital Marketing Coordinator, Events will also support the Events Marketing team by assisting with the analysis of digital metrics, search engine optimisation and reporting. Working closely with the Events South Australia team, the position will ensure partners are effectively featured across digital platforms and will develop and maintain a collaborative working relationship with commercial and event operations teams.

Position Title:	Reports to:	Position Classification:
Digital Marketing Coordinator, Events	Marketing Manager, Events	ASO4 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Marketing	Level 9, SA Water House, 250 Victoria Square	NIL

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

- Experience or certification in marketing, communications, social media, tourism or other related discipline

SKILLS, EXPERIENCE AND KNOWLEDGE

- Well-developed knowledge, experience and understanding of monitoring and reporting of social media platforms and their use in a marketing context.
- Knowledge of emerging social trends, and demonstrated experience in developing engaging content tailored to each social channel.
- Sound knowledge of, and experience in applying marketing, branding and digital marketing principles and methodologies, as well as media planning and buying
- Demonstrated ability to translate marketing and communications strategies in a compelling way to the digital environment.
- Demonstrated ability to investigate, research, and problem solve and to analyse and provide information to inform project decision making and reporting
- Have experience in social media management, including; managing and executing a daily social media content schedule, regular community management and reporting.
- Experience managing social media communities, including; moderation, implementing community policies and guidelines, responding to queries, requests and complaints.
- Demonstrated experience coordinating a range of digital marketing activities including SEO, SEM, paid social, programmatic and other digital marketing projects
- Highly organised and efficient, must be able to meet regular deadlines and take ownership over deliverables
- Ability to project manage, ensuring key details and activities are tracked and recorded.
- Proven ability to work independently, as well as collaboratively in a team and with media agencies under limited direction, prioritise, plan and organise work, utilise initiative and judgement to ensure that the required standards of service and quality are met within tight timeframes
- Enjoy teamwork and collaboration – must be willing to support the greater efforts of the commission, including providing advice to commercial end event teams.
- Well-developed interpersonal and written and verbal communication skills to work effectively with people at all levels, foster the collaboration with team members and stakeholders
- Experience interpreting data and preparing insights and reports for a range of audiences, with an understanding of digital performance metrics

Desirable Criteria

QUALIFICATIONS

- Adobe, Google and Facebook certificates in advertising practices

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in using Adobe Creative Cloud including Photoshop and InDesign to develop visual content.

- Knowledge and experience in developing video content using Adobe Premier, or other video editing software.
- Experience using marketing technology platforms
- Basic understanding of HTML
- Understanding of CX principles and methodologies including consumer journey analysis and design
- Knowledge of the tourism and events industry in South Australia

Competencies	
PLANNING & ORGANISING	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of assignments or projects. Works systematically and structures own time effectively.
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.
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.
ANALYTICAL THINKING	Secures relevant information and identifies key issues and relationships from a base of information. Relates and compares data from different sources, and identifies cause-effect.
ATTENTION TO DETAIL	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.
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.
CUSTOMER SERVICE	Proactively develops customer relationships by making efforts to listen to and understand the customer (both internal and external); anticipates and provides solutions to customer needs; gives high priority to customer satisfaction.
PROBLEM SOLVING	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.
TEAMWORK	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

PAID DIGITAL MEDIA COORDINATION – CAMPAIGN DELIVERY AND ANALYTICS

- Work with Marketing Manager to support planning of, delivery, set up and reporting on digital media as a part of events marketing campaigns
- Support Marketing Manager in liaising with media agency for performance media strategy, results and planning
- Support Marketing Manager in liaising with creative agency to develop paid media assets to communicate event programming
- Develop and deliver a range of regular and ad hoc reports on digital marketing and event performance to provide key insights and interpretation to a range of internal teams and external stakeholders.
- Ensure Events Marketing paid digital campaigns are monitored and optimised, providing creative recommendations to the Marketing Manager

PERFORMANCE MEASURES

- Effective optimisation of events marketing digital media activity
- Website usage statistics including visits, bounce rates, conversion rates, engaged users etc.
- Stakeholder satisfaction with analysis and insights delivered, and internal team more informed in their campaigns and performance

SOCIAL MEDIA / CONTENT COORDINATION

- Work with the Digital Producers and wider team to contribute to and implement the social media marketing strategy.
- Support Digital Producer with day-to-day management and implementation of digital plans across website, EDM and social platforms for managed events and Events South Australia as well as sponsored and regional events as required.
- Community management – responding to and interacting with online audiences.
- Ongoing management of event websites, including regular updates to event listings, ensuring information is up-to-date and reflects activity in market
- Monitor and optimise performance of plans across digital platforms.
- Communication of digital performance to all stakeholders through regular and contextual reporting.
- Contribute to strategy reviews – ensuring we are pivoting the content strategy to meet trends and algorithm changes.
- Work with the Digital Producer and Marketing Manager to ensure managed events social media platforms are representative of world class major events by being the expert on all things social, including keeping up-to-date on algorithm changes and best practices.
- Creating and editing short form video content for social channels

PERFORMANCE MEASURES

- Implementation of plans aligned with marketing and communications phasing.
- Social performance against KPIs and goals.
- Social media content quality and accuracy.
- Timeliness and accuracy of content across all platforms.
- Regular and contextual reporting.
- Achievement of agreed digital KPI's.
- Stakeholder feedback.

DELIVERY & MANAGEMENT OF PARTNER CONTENT

- Track, monitor and report on sponsor social media, eDM and website content deliverables.
- Work with the commercial team to ensure partner objectives and messaging are documented, understood, and integrated into content plans
- Provide support and guidance to associated events with setting up and managing their event listings
- Ensure associated event promotional deliverables are met, and results are delivered by producing engaging social media content specific to each event.
- With the Senior Event Coordinator, work with host councils for managed events, ensuring key messages and key event programming is captured and communicated.
- Support the maintenance of relationships and communications with external stakeholders such as councils, associated events, sponsors, industry groups, regional tourism managers, etc. with regard to digital content.

PERFORMANCE MEASURES

- 100% Delivery of Sponsor Content
- Associated Events ticket sales

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.

Position Description

DIGITAL MARKETING COORDINATOR, EVENTS

Purpose of the position

The South Australian Tourism Commission owns and manages three events including: Santos Tour Down Under, Tasting Australia presented by RAA Travel and National Pharmacies Christmas Pageant. Reporting to the Marketing Manager, the Digital Marketing Coordinator, Events is responsible for coordinating and undertaking digital marketing activity to drive traffic to event sites and increase engagement across owned channels.

Working as part of the Events Marketing team, the Digital Marketing Coordinator, Events will assist in the coordination of paid performance media across domestic markets, including collaborating with media buying agencies and various teams within the organisation.

Working with the Digital Producer, the Digital Marketing Coordinator, Events will also play a role in the execution of our social media activity and key social deliverables for event partners (sponsors, associated events, host councils).

The Digital Marketing Coordinator, Events will also support the Events Marketing Team by assisting with the analysis of digital metrics, search engine optimisation and reporting. Working closely with the Events South Australia team, the position will ensure partners are effectively featured across digital platforms and will develop and maintain a collaborative working relationship with commercial and event operations teams.

Executive Manager

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Kirby McDonald
Marketing Manager
Marketing

Signed

Date

Incumbent

Name
Digital Marketing Coordinator
Marketing

Signed

Date

OFFICIAL

OFFICIAL