

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Marketing Manager (Intrastate Lead)

Purpose of the position

The Marketing Manager (Intrastate Lead) supports the Director, Marketing & Creative Services in the strategic development and implementation of marketing initiatives, with a focus on the intrastate market. This role is responsible for ensuring South Australia's brand presence is consistently and effectively upheld across all domestic marketing touchpoints, playing a key part in delivering against business objectives and driving ROI. A central focus of the role is the integration of destination brand with both domestic partnerships and event marketing, ensuring seamless collaboration with the Events and Domestic Partnerships Marketing teams to create unified, culturally relevant marketing that contributes to both destination awareness and engagement. The role demands a high level of communication and presentation skills, creative thinking, and the ability to effectively manage and influence stakeholders. It requires an agile, insights-driven marketer who succeeds in a fast-paced environment and can champion the brand while juggling multiple priorities.

Position Title:	Reports to:	Position Classification:
Marketing Manager, Intrastate	Director, Marketing & Creative Services	Classification level ASO7 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Destination Marketing	Level 9, SA Water House, 250 Victoria Square / Tarntanyangga, Adelaide SA 5000	Marketing Coordinator/s

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.
- 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 and advertising collateral.
- Proven experience in understanding data and insights to form strategic thinking, measuring and evaluating activity (ROI), and experience in using analytic tools.
- High level of understanding of the media landscape and emerging trends.
- Highly developed written and verbal communication skills and proven experience in communicating with people at all levels.
- Strong presentation skills and the ability to deliver strategic updates and campaign summaries to senior stakeholders, partners and internal teams.
- Demonstrated ability to critically review creative concepts and media plans to ensure brand alignment and cultural relevance.
- Experience managing relationships with a wide range of stakeholders across disciplines, including agency, government and regional partners. Previous experience in leading and managing staff to achieve stipulated objectives.

Desirable Criteria

Qualifications

- Qualifications in Media Planning and Buying, including contemporary platforms and technologies.
- Certifications or formal training in Digital Marketing tools and platforms (e.g., Adobe Analytics, Google Marketing Platform, Meta Business Suite).
- Postgraduate qualifications (e.g., Master's degree) in Marketing, Communications, Business, or a related field.

Skills, Experience and Knowledge

- Sound understanding of government procurement policies, procedures, and compliance frameworks.
- Demonstrated knowledge of the South Australian tourism landscape, including key destinations, visitor demographics, and the competitive market.
- Proven experience in applying Customer Experience (CX) Strategy Design principles to develop and implement integrated marketing campaigns.
- Strong knowledge of Digital Marketing, including SEO, SEM, content marketing, social media advertising, analytics tools, and performance reporting.

- Demonstrated ability to interpret and apply brand guidelines, including tone of voice, across a range of marketing collateral, with the ability to construct materials or critically review and provide clear, actionable feedback.

Competencies	
STRATEGIC THINKING	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.
TEAM LEADERSHIP	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.
STAKEHOLDER COMMUNICATION	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.
DECISION MAKING	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 information; and is decisive where required.
PLANNING AND ORGANISATION	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.
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.
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.

Key Responsibilities

Strategic Leadership and Brand Guardianship

- Take ownership of the intrastate marketing strategy and annual marketing plan, ensuring alignment with broader SATC objectives and market needs.
- Lead the strategic integration of South Australia's destination brand into all marketing activities, campaigns, and events, leveraging market insights to ensure consistent messaging, cultural relevance, and alignment with consumer trends.
- Champion the SATC brand both internally and externally, guaranteeing brand consistency across all marketing materials, channels, and partnerships.
- Lead the planning and execution of strategic intrastate marketing campaigns that respond to shifting market conditions, such as low visitation periods, economic changes, and environmental impacts.
- Provide leadership and coordination across cross-functional teams, including Domestic Partnerships, Events Marketing, and external agencies, ensuring integration and alignment with brand values.
- Regularly review creative concepts and media strategies to ensure they meet the highest standards of quality and cultural relevance.
- Oversee the continuous enhancement of marketing outputs to ensure they reflect contemporary culture, emerging trends, and audience expectations.

Performance Measures

- Delivery of integrated, high-impact marketing strategies and campaigns that drive business objectives.
- Demonstrable consistency in brand messaging across all touchpoints and stakeholder engagement.
- Demonstrated improvement in brand recognition and recall through intrastate marketing initiatives.
- Timely and effective adaptation to market conditions, with campaigns that respond to consumer behaviour and environmental factors.

Campaign Execution and Performance Optimisation

- Oversee the implementation of fully integrated marketing campaigns across digital, social, content, PR, and partnerships, ensuring consistent messaging across all platforms.
- Set clear, measurable campaign objectives and continuously track performance against these goals with a strong focus on ROI.
- Utilise data and insights to monitor campaign performance and optimise execution, ensuring maximum impact and efficiency.
- Lead the creative and strategic direction of campaigns, ensuring that they are relevant, timely, and aligned with consumer trends.
- Collaborate closely with Events and Domestic Partnerships teams to incorporate destination branding in event marketing and ensure seamless cross-promotion with partner campaigns.

Performance Measures

- Successful execution of integrated campaigns, delivering against ROI and other agreed KPIs.
- Achievement of campaign reach and engagement targets across digital and traditional media channels.
- Percentage improvement in key performance indicators (KPIs) from previous campaigns, showcasing a continuous performance improvement culture.
- Effective use of data-driven insights to refine campaigns and optimise performance.
- Cross-functional collaboration that ensures the seamless integration of brand and event-related activities.

Stakeholder Engagement and Collaborative Leadership

- Develop and lead a structured stakeholder engagement strategy to ensure alignment, buy-in, and amplification of marketing campaigns across internal and external partners.
- Establish yourself as the key contact for all intrastate campaign-related inquiries, providing clarity, consistency, and strategic guidance to stakeholders.
- Foster strong relationships with regional tourism bodies, event coordinators, domestic partners, and agencies to ensure campaigns are well-supported and maximised.
- Proactively lead stakeholder engagement efforts, ensuring stakeholders are aligned, informed, and motivated to support SATC initiatives.

Performance Measures

- High levels of stakeholder engagement, with regular feedback and support for SATC initiatives.
- Achieved alignment and buy-in from key stakeholders on at least 90% of planned marketing initiatives.
- Effective development and execution of stakeholder communication tools that ensure consistent messaging and alignment.

Innovative Marketing Strategy Development

- Take a proactive role in identifying emerging marketing trends, consumer insights, and new opportunities that can be leveraged to strengthen intrastate marketing efforts.
- Collaborate closely with the SATC Strategy & Insights team to gather and analyse data, using insights and Marketing Mix Modelling results to continuously improve marketing strategies.
- Lead brainstorming and strategy development sessions, encouraging fresh, innovative ideas that can help SATC meet its objectives.
- Stay at the forefront of industry best practices and incorporate new technologies and platforms into campaign strategies.
- Drive a culture of continuous improvement and creative problem-solving to optimise marketing activities and outcomes.

Performance Measures

- Successful identification and application of new marketing opportunities that enhance intrastate marketing efforts.
- Campaigns that incorporate the latest trends, technologies, and consumer insights in tourism marketing.
- Utilisation of data and insights (including Marketing Mix Modelling) to optimise campaign strategies and outcomes.
- Successful cross-functional collaboration, leading to measurable improvements in marketing performance.

Team Collaboration and Staff Development

- Foster a collaborative and high-performance work environment, encouraging teamwork and shared success.
- Lead by example in motivating and developing staff, ensuring that team members have the support and resources they need to excel.
- Regularly communicate individual and team objectives, aligning these with overall business goals to ensure accountability and motivation.
- Foster a diverse and inclusive team culture, ensuring equal opportunities for all members.
- Conduct performance reviews and provide ongoing training and development opportunities to support staff growth.

Performance Measures

- Strong team performance with clear alignment to business objectives.
- Completion of individual development plans for team members with documented progress in skills and knowledge acquisition.
- Employee development plans in place, with measurable progress and skill enhancement.

Efficient Resource and Budget Management

- Manage and optimise the use of external agencies and resources to ensure cost-effective and high-quality execution of marketing campaigns.
- Develop and refine streamlined briefing processes to improve the efficiency of campaign execution and delivery.
- Ensure adherence to budget constraints while maintaining high standards in creative and strategic output.
- Oversee project timelines, ensuring that campaigns are delivered on time, within budget, and to the required standard.

Performance Measures

- Successful management of marketing budgets and resources, ensuring projects are delivered on time and within financial parameters.
- Maintained marketing campaign expenditures within budget, with a variance of no more than 5%.

- Efficient and productive relationships with external agencies, ensuring high-quality deliverables.

General Administration and Compliance

- Ensure 100% adherence to government advertising processes and compliance standards.
- Manage internal documentation, including executive reports, Cabinet submissions, and compliance requirements (e.g., Freedom of Information requests).
- Maintain a focus on health and safety, sustainability, and other organisational policies in all marketing activities.
- Manage budgets and ensure projects are delivered on time and within budget.
- Oversee personnel management, including diversity, staff training and development, and occupational health and safety (OHS) compliance.
- Ensure SATC vehicles are maintained according to the SATC Motor Vehicle Policy and drive in compliance with relevant laws and conditions.
- Follow organisational greening initiatives to promote a sustainable working environment.

Performance Measures

- Full compliance with government processes and internal policies.
- 100% compliance with internal documentation standards and submission deadlines (e.g., Cabinet submissions, executive reports).
- Timely and accurate completion of all administrative duties related to marketing activities.
- 100% commitment to OHSW.
- 100% attendance in relevant safety training (e.g., safe driver training) and adherence to OHSW procedures.

Organisational Contribution and Safety Awareness

- Ensure that all health and safety policies and procedures are followed according to SATC guidelines.
- Maintain SATC vehicles in accordance with the Motor Vehicle Policy and drive safely and legally.
- Follow sustainable working practices in alignment with organisational greening initiatives.

Performance Measures

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and proper 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

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Marianthi Livaditis
Director, Marketing and Creative
Services
Marketing

Signed

Date

Incumbent

Name
Title
Marketing

Signed

Date