

Position Description

Executive Director, Marketing

Purpose of Position

The Executive Director, Marketing is responsible for marketing the best of South Australia to a defined target audience to ensure growth in the Visitor Economy and expenditure to and within South Australia. Essential to the success of this role is the ability to influence high value consumers to travel to and within South Australia using our regions, city, events and branding to influence decision making. COVID 19 has challenged the SATC to lead and respond at a critical time, not only to assist tourism businesses but to also rebuild the Visitor Economy. This is an immediate priority along with other medium and long term challenges.

The role is responsible for four Units; Digital Marketing, Domestic Marketing and Brand, Global Markets (including Partnerships and Trade), and Public Relations. Providing strategic leadership to a Marketing Group that is represented internationally is essential, as is working in close partnership with stakeholders throughout South Australian regions and providing leadership to the SATC and broader South Australian tourism industry.

As a member of the SATC Executive leadership team, the position contributes to the development, implementation, delivery, and evaluation of the South Australian Tourism Plan along with SATC's strategic and operational planning processes.

Position Title:	Reports to:	Position Classification:
Executive Director, Marketing	Chief Executive	Executive
Group / Unit:	Location:	Direct reports:
Marketing	250 Victoria Square/Tarntanyangga Adelaide SA 5000	<ul style="list-style-type: none"> • Senior Manager Digital • Senior Manager Domestic Marketing • Senior Manager Global Markets • Senior Manager Public Relations & Advocacy • Executive Assistant

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

Position reviewed: April 2021

Can Do

Be optimistic, think positively and overcome any challenge

Essential Criteria

Qualifications

- Tertiary qualifications in Management, Marketing or a Business related discipline.

Skills, experience, and knowledge

- Outstanding knowledge of contemporary marketing practices within traditional and emerging environments and markets, particularly those relating to conversion of consumer products.
- In depth knowledge of the digital environment and technologies, including social media, to enable market leading online presence.
- A strong understanding of brand use and management to drive a consistent story for South Australia, growing awareness and conversion.
- An understanding of global trends impacting consumer choices, and how they impact and influence the Visitor Economy.
- Demonstrated use of innovation, initiative, and flexibility to manage challenging situations and respond tactically.
- Proven management, leadership and communication skills, including people leadership.
- Proven strategic and business planning skills with demonstrated ability to translate into action plans with measurable outcomes.
- Experience working within corporate governance frameworks including planning, budgeting, reporting, risk management, procurement and contract management.
- Proven ability to effectively manage financial and commercial aspects of a business while maximising use of resources within budget constraints.
- Experience building successful relationships with stakeholders across the private and public sector.
- Ability to represent the SATC and act as spokesperson on Marketing matters, publicly.

Desirable Criteria

Skills, experience, and knowledge

- Understanding of the travel trade distribution network and partnerships, and the travel and tourism industry regionally, nationally and internationally.
- Knowledge of the SATC's and/or South Australian Government operations, policies, procedures and instructions.
- Exposure working within Government procurement and approval guidelines and processes.

- Ability to work with and across commercial structures to deliver and drive outcomes.
- A knowledge of South Australia and its tourism regions, experiences and operators.

Competencies	
Strategic Leadership	Creates and achieves a desired future state (vision) for the organisation through influence on organisational values, individual and group objectives, rewards and employee motivation, and systems for change and improvement. Across the Visitor Economy sector, government and the SATC.
Influencing	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, superiors) toward desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.
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.
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.
Business Acumen	Ensures that own area contributes to the organisation's ability to meet its strategic objectives. Takes business decisions based on cost benefit analysis, business savvy and consideration of organisational constraints and resources.
Ethics and Accountability	Is honest and ethical in all actions, such that others trust is developed and maintained demonstrates behaviour that is consistent with the organisation's direction, values and policies.
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.
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.

Key Responsibilities

Marketing Strategy

- Prepare and implement strategic Marketing plans for the SATC, aligned with Agency's strategic and 2030 plans.
- Lead the marketing and branding of South Australia as a destination through the planning and management of strategic and tactical marketing campaigns with tourism businesses and Government partners.
- Oversee the implementation of marketing strategies that increase revenue, increase the number of visitors to the State, extend duration of stays, improve yield, and build regional dispersal.
- Develop integrated programs that will drive commercial outcomes for the visitor economy and create employment in South Australia, often in collaboration with key co-operative partners.
- Ensure utilisation of new technologies to provide innovative ways of communicating to market, and plan for future ways to maintain the SATC's strength in digital communications and technology.
- Ensure maintenance of digital stability and security for the SATC's key digital assets.
- Oversee the planning of SATC's consumer marketing initiatives and make recommendations on traditional and non-traditional distribution channels for the various initiatives.
- Advise, brief and make recommendations to the Chief Executive, SATC Board and the Government Communications Advisory Committee on opportunities and issues related to the management of Brand South Australia and consumer marketing generally.
- Manage, measure and report on campaign and advertising performance and return on investment.
- Provide strategic direction and innovative leadership for the SATC's online marketing strategy, including partner marketing activities, to maximise return on investment.
- Work closely with all sectors and business groups across the SATC to identify and market key products and experiences that the target audience finds appealing and will actively plan and book.
- Leverage public relations to continue to change perceptions and grow awareness of Adelaide and South Australia.
- Provide strategic leadership for ensuring the promotion of diversity and sustainability within SATC's marketing.
- Acts as a brand champion for Adelaide and South Australia domestically and globally.

Performance Measures

- Provision of strategic direction for consumer marketing activities, including acceptance and approval of SATC's Marketing Plan by the SATC Board and Chief Executive.
- Decision making based on driving increased visitor expenditure in the South Australian Visitor

Economy.

- Appropriate marketing opportunities identified and pursued.
- Significant short and long term increase in the marketing effort and impact.
- Return on investment for campaigns is measured and reported against targets.
- Work with SATC Strategy and Insights unit to inform marketing investment decisions

Industry Liaison

- Work co-operatively with partners across both the tourism and trade sectors as well as those that can enhance the SATC's work and brand, to grow visitation to South Australia.
- Effectively manage communication between the SATC and Industry Partners such that SATC can deliver its growth strategy.
- Contribute to the development of effective networking relationships across all relevant industries to encourage the dissemination of information, building of expertise and establishment of alliances that support and promote tourism business development.
- Improve tourism industry performance, professionalism, and maturity.

Performance Measures

- Build Industry relationships measured by regular surveys
- Results focused partnership activities
- Strong communication channels established

Strategic Management

- Contribute to the development, implementation, and evaluation of SATC strategic planning process.
- Provide advice and input to the SATC Leadership Group decision making.
- Lead the Marketing Group in accordance with SATC values and goals
- Contribute to the strategic direction of the SATC and its people.

Performance Measures

- Number meetings attended.
- Input into the SATC's strategic planning process, Marketing plans aligned with strategic Agency objectives.

Lead and Inspire

- Communicate and inspire Group, Units, and individuals to achieve objectives
- Ensure ongoing effective communications channels are in place to inform, consult, and engage.
- Ensure appropriate delegation of work and responsibilities across Group
- Ensure Group performance reviews are completed and oversee performance of Group in achieving objectives. Implement appropriate measures where performance is below expectations
- Champion staff development to support strategic direction and business objectives by providing guidance, and appropriate learning and development opportunities.
- Set and manage Group budgets, identify budget savings/reallocation for the benefit of the organisation.
- Ensure principles of diversity and inclusion are promoted and followed in the workplace.

Performance Measures

- KPI's set for individuals and teams
- Staff satisfaction with feedback and consultation practices
- Staff satisfaction with communication
- Superior performance recognised and rewarded appropriately

Organisational Contribution/Safety Awareness

- Adhere to SATC policy and procedures on all matters relating to work health and safety (WH&S).
- 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 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 deliverables.
- The incumbent will be required to undertake an annual performance agreement with direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the SATC policies on WHS, diversity and inclusion, 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 will 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 representation the SATC at various activities, intrastate and interstate travel will be required. Some international travel may also be required.

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Executive Manager

Rodney Harrex
Chief Executive

Signed

Date

Incumbent

Name
Executive Director, Marketing

Signed

Date

Position reviewed: April 2021