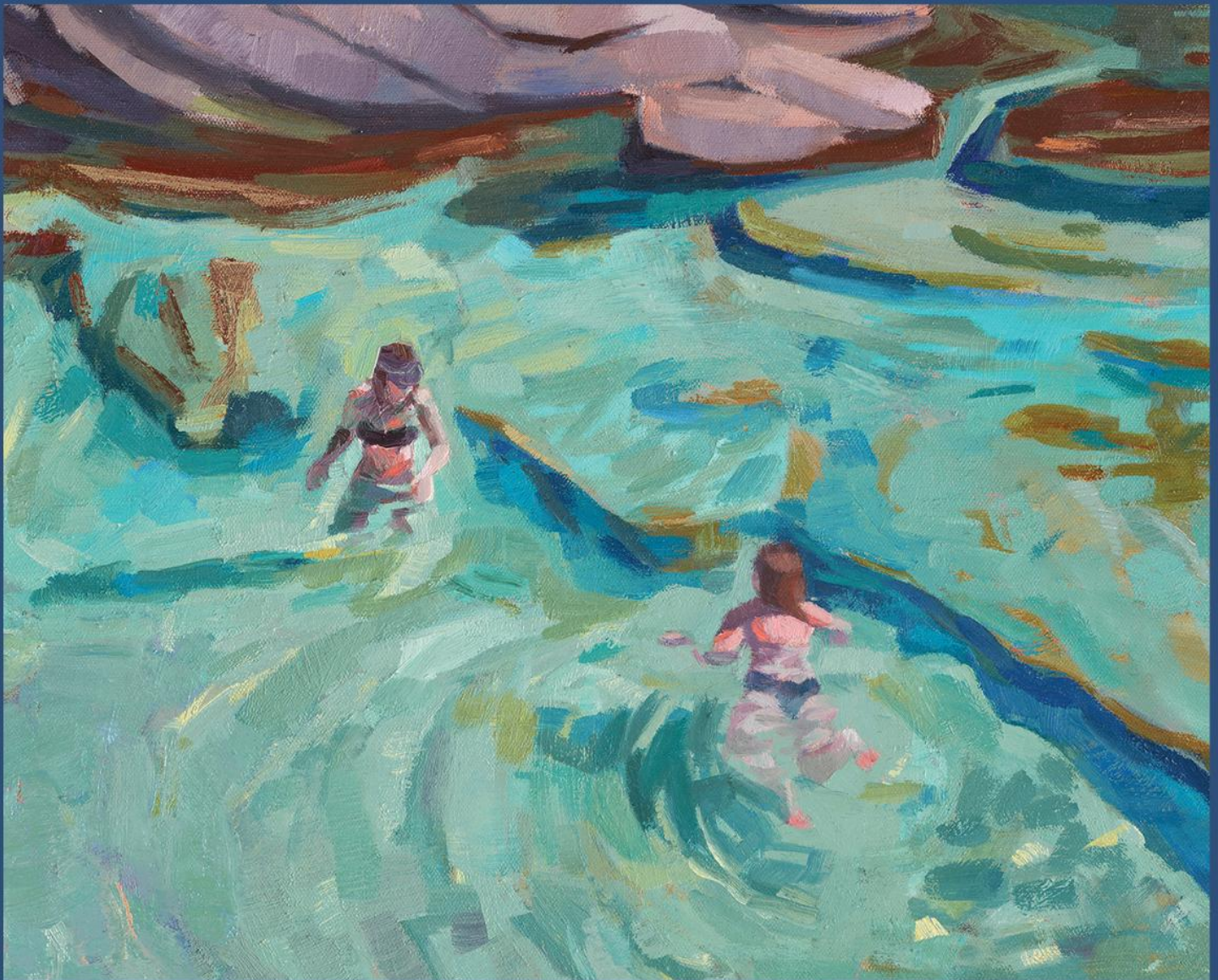


POSITION DESCRIPTION

Executive Director, Strategy and Growth



Be a part of something special.

At the SATC, you'll help shape the future of one of South Australia's most important industries.

We bring together strategy, creativity, partnerships, insights and innovation to grow the visitor economy and create lasting value for the State.

Our work is grounded in what makes South Australia special; authentic experiences, genuine connections and the simple moments that stay with people long after they leave.

For those who are curious, ambitious and motivated by impact, the SATC offers the opportunity to work on meaningful challenges, build new capabilities and contribute to work that makes a difference.

Celebrate the **SIMPLE PLEASURES**

Position Description

Executive Director, Strategy and Growth

Purpose of the position

To ensure SATC and South Australia's visitor economy have the insight, planning, performance and governance and growth disciplines required to continuously adapt, prioritise and grow in an increasingly dynamic and competitive global environment.

The Executive Director, Strategy and Growth leads SATC's enterprise planning, insights, performance, prioritisation and growth functions, supporting the delivery of the organisation's long-term strategic ambitions and visitor economy objectives. Working closely with the CEO and Executive Leadership Team, the role ensures strategic direction is translated into coordinated action through robust planning, accountability, measurement and governance frameworks.

The position oversees SATC's research, visitor intelligence, insights and measurement capability, ensuring decisions across marketing, events, aviation and access, industry development and government engagement are informed by robust evidence, market intelligence and future-focused analysis. The role also plays a key leadership role in sharing intelligence and insights with industry, regions and partners to strengthen visitor economy competitiveness and support better decision-making across the broader tourism ecosystem.

The Executive Director is responsible for enterprise planning, prioritisation, performance measurement and benefits realisation frameworks that align organisational effort, capability and investment to strategic priorities. Through the provision of strategic analysis, performance intelligence and market insights, the role supports informed decision-making, organisational accountability and continuous improvement.

Importantly, the role leads SATC's growth portfolio, providing executive oversight of South Australia's visitor economy growth opportunities and investments. This includes event acquisition and development, partnered major events, aviation route development, cruise growth, tourism investment and tourism infrastructure initiatives. Working across industry, government and commercial partners, the Executive Director ensures growth opportunities are identified, prioritised, assessed and progressed through disciplined investment, business case and governance processes that maximise economic, visitor and strategic outcomes for South Australia.

The role is expected to bring contemporary knowledge of tourism growth drivers, destination competitiveness, market development, event acquisition and activation, visitor access and investment attraction, identifying opportunities to expand visitation, increase yield, strengthen South Australia's global competitiveness as a tourism destination and unlock long-term visitor economy growth.

The position also supports SATC's ongoing transformation and organisational adaptability by identifying emerging visitor, market, technology, economic and industry trends and ensuring the organisation remains responsive to change and positioned to capitalise on future opportunities.

As a member of the Executive Leadership Team, the Executive Director contributes to organisational leadership, enterprise performance and the successful delivery of SATC's vision and visitor economy objectives.

Position Title	Reports To	Position Classification
Executive Director, Strategy and Growth	Chief Executive Officer	Executive
Group Unit	Location	Direct Reports
Strategy and Growth	Level 9, SA Water House 250 Victoria Square	- Director, Event Acquisition and Development - Director, Partnered Event Delivery and Experiences - Director, Cruise Development and Tourism Infrastructure - Director, Aviation and Tourism Investment - Director, Research and Insights

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 passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Tertiary qualification in Business, Management, Tourism, Marketing, Project Management, Communications or related disciplines.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Significant senior executive leadership experience in strategy, growth, insights, marketing, transformation, commercial, tourism, destination development or related disciplines.
- Demonstrated experience supporting executive, board and organisational decision-making through strategic analysis, insights, performance reporting and evidence-based recommendations.
- Proven experience leading enterprise planning, prioritisation, performance measurement and governance frameworks within a complex organisation.
- Strong commercial and strategic acumen with the ability to identify, assess and prioritise opportunities that deliver long-term growth, investment and organisational value.
- Experience leading research, market intelligence, consumer insights or performance measurement functions, with a strong understanding of consumer behaviour, market dynamics and demand drivers, and the ability to translate insights into actionable business outcomes.
- Demonstrated ability to identify emerging trends, opportunities and risks and translate them into organisational priorities, strategic advice, transformation initiatives and practical action.
- Experience overseeing complex portfolios, investments, programs or growth opportunities and applying robust governance, business case and prioritisation disciplines.
- Demonstrated experience developing and managing strategic partnerships with commercial organisations, investors, government stakeholders and industry partners, including experience assessing, negotiating or overseeing major event acquisition, event investment, sponsorship, commercial partnership or destination growth opportunities.
- Demonstrated understanding of the role of major events, aviation, tourism infrastructure, investment attraction and destination development in driving visitor economy growth and destination competitiveness.
- Proven ability to influence and collaborate with executive leaders, boards, government stakeholders, industry partners and external organisations.
- Highly developed analytical, problem-solving and critical thinking skills with the ability to navigate complexity and ambiguity.
- Exceptional communication, stakeholder engagement and relationship management skills, including the ability to communicate complex information clearly and persuasively.
- Demonstrated ability to lead and develop high-performing teams and foster a culture of accountability, collaboration, innovation and continuous improvement.

Desirable Criteria

QUALIFICATIONS

- An appropriate tertiary qualification including post-graduate qualifications in an appropriate discipline desirable or relevant experience.

SKILLS, EXPERIENCE AND KNOWLEDGE

- An understanding of tourism and the visitor economy and its impact on delivering economic outcomes for the State.
- Knowledge of strategic planning at State, regional and/or local levels.
- Knowledge of the SATC's operations, policies, procedures and instructions.
- Knowledge of the South Australian government and key individuals.
- Demonstrated government relationships already formed.

Competencies

STRATEGIC AND COMMERCIAL LEADERSHIP	Demonstrates the ability to translate long-term strategic objectives into organisational priorities, investment decisions and measurable outcomes. Identifies opportunities to create economic, organisational and visitor economy value through strategic thinking, commercial acumen and sound judgement.
VISITOR INSIGHT AND INTELLIGENCE	Leverages research, market intelligence, consumer insights and performance data to inform decision-making. Anticipates emerging trends, identifies opportunities and risks, and translates evidence into actionable recommendations that improve organisational and visitor economy outcomes.
ENTERPRISE PLANNING AND PERFORMANCE	Establishes and drives planning, prioritisation, performance measurement and accountability frameworks that align organisational effort, resources and investment to strategic objectives. Ensures progress, outcomes and benefits are effectively monitored and reported.
ADAPTABILITY AND CONTINUOUS IMPROVEMENT	Maintains an external focus and responds proactively to changing market, industry, technology and economic conditions. Drives organisational adaptability by identifying opportunities for improvement and embedding a culture of innovation, learning and continuous improvement.
DECISION MAKING	Gathers and interprets complex information from multiple sources to identify key issues, opportunities and risks. Applies sound judgement and strategic thinking to make informed, evidence-based decisions and recommendations in complex and dynamic environments.

INFLUENCE AND STAKEHOLDER ENGAGEMENT	Builds trusted relationships and effectively influences executive leaders, boards, government stakeholders, industry partners, investors and commercial organisations. Navigates competing priorities and interests to achieve mutually beneficial outcomes.
COMMERCIAL NEGOTIATION AND PARTNERSHIPS	Develops and manages strategic partnerships and commercial relationships that support investment, growth and organisational objectives. Negotiates effectively to secure outcomes that deliver value for stakeholders and South Australia's visitor economy.
COMMUNICATION	Communicates complex information clearly, confidently and persuasively across diverse audiences. Produces high-quality written and verbal communication that informs decision-making, builds understanding and influences action.
LEADERSHIP AND PEOPLE DEVELOPMENT	Provides leadership that inspires high performance, accountability, collaboration and continuous learning. Develops capability within teams and creates an environment where people can contribute, grow and achieve organisational objectives.
INTEGRITY AND ACCOUNTABILITY	Demonstrates the highest standards of professionalism, integrity and ethical conduct. Acts in alignment with organisational values and governance requirements and takes accountability for decisions, actions and outcomes.

Key Responsibilities

VISITOR INTELLIGENCE, INSIGHTS AND MARKET PERFORMANCE

- Lead SATC's visitor intelligence, research, insights and measurement functions.
- Ensure visitor, consumer, market and industry intelligence informs decision-making across the SATC including; marketing, events, aviation and access and industry development.
- Strengthen the use of evidence and intelligence to improve organisational and visitor economy outcomes.
- Support the provision of actionable market intelligence and performance insights to industry, regional and government stakeholders.

PERFORMANCE MEASURES

- High-quality intelligence and insights actively inform organisational and visitor economy decision-making.
- Marketing, investment and growth decisions are supported by robust evidence and measurement frameworks.
- Industry and partner stakeholders demonstrate confidence in the relevance and value of SATC's intelligence and insights.
- Contemporary visitor, market and performance measurement capabilities are established and maintained.

ENTERPRISE PLANNING, PERFORMANCE AND PRIORITISATION

- Lead SATC's enterprise planning, prioritisation and performance management frameworks.
- Ensure organisational priorities, resources and investment are aligned to strategic objectives.
- Oversee organisational performance reporting, benefits realisation and strategic monitoring.
- Provide strategic analysis and recommendations to support Executive Leadership Team and Board decision-making.

PERFORMANCE MEASURES

- Enterprise planning and prioritisation frameworks are embedded and consistently applied.
- Strategic priorities are translated into clear organisational plans, measures and accountabilities.
- Organisational performance is effectively monitored, reported and evaluated.
- Executive Leadership Team and Board receive timely, relevant and actionable performance insights.

ORGANISATIONAL ADAPTABILITY AND CONTINUOUS IMPROVEMENT

- Monitor emerging visitor, consumer, market, technology, economic and industry trends.
- Identify opportunities, risks and future scenarios that may impact SATC and the visitor economy.
- Support the implementation and continuous improvement of organisational planning, governance and accountability systems.
- Foster a culture of adaptability, innovation and continuous improvement.

PERFORMANCE MEASURES

- Emerging opportunities and risks are proactively identified and addressed.
- Organisational planning and governance systems remain contemporary, effective and fit-for-purpose.
- Strategic priorities and organisational capabilities adapt in response to changing market conditions.
- Continuous improvement initiatives deliver measurable organisational benefits.

PROJECT MANAGEMENT

- Lead the strategic development and oversight of SATC's portfolio of growth opportunities across events, aviation and access, cruise, tourism development, infrastructure and emerging visitor economy initiatives.
- Identify, assess and prioritise opportunities that strengthen South Australia's visitor economy and contribute to long-term economic growth.
- Support the development of business cases, investment proposals and strategic recommendations to inform organisational and government decision-making.
- Provide strategic leadership and guidance on event acquisition and development opportunities that enhance South Australia's visitor economy competitiveness and destination appeal.
- Monitor the progress and performance of strategic growth initiatives, ensuring opportunities are aligned to organisational priorities and successfully progressed from concept to delivery.

PERFORMANCE MEASURES

- A pipeline of strategic growth opportunities is identified, prioritised and progressed to support visitor economy growth.
- Investment and business case recommendations are evidence-based, strategically aligned and support informed decision-making.
- Events and other growth initiatives deliver measurable visitor economy, destination and organisational outcomes.
- Portfolio performance and benefits realisation are effectively monitored and reported.

LEADERSHIP, GOVERNANCE AND STAKEHOLDER ENGAGEMENT

- Contribute as a member of the Executive Leadership Team to organisational leadership and performance.
- Lead and develop high-performing teams across the portfolio.
- Build productive relationships with government, industry, regional, and commercial stakeholders.
- Ensure effective governance, accountability and risk management practices are embedded across areas of responsibility.

PERFORMANCE MEASURES

- High-performing and engaged teams deliver against agreed objectives.
- Effective governance and risk management frameworks are maintained.
- Strong stakeholder relationships support organisational and visitor economy outcomes.
- Positive contribution to Executive Leadership Team effectiveness and organisational culture.

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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