

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Website Content Coordinator

Purpose of the position

Working as part of the SATC's Social Media and Content Team, the Website Content Coordinator is responsible for the writing and coordination of content across the SATC's destination marketing websites. This position plays an integral role in the implementation of our content strategy – which encompasses all content on southaustralia.com, including the global versions of the site. The Website Content Coordinator supports, when needed, the other functions of the team – including the execution of our social media and email marketing strategies. The Website Content Coordinator – along with the wider Social Media and Content Team – acts as the guardian of our online brand narrative and tone of voice. We are the storytellers of the SATC and are responsible for shaping and delivering the story of South Australia as a travel destination.

Position Title:	Reports to:	Position Classification:
Website Content Coordinator	Social Media & Content Manager	AS004 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

- Tertiary qualification in communications, journalism, creative writing, marketing, public relations or other relevant discipline.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in a similar role, or an adjacent role working within the publishing, journalism or marketing industries.
- Experience working with CMS software and managing website content.
- Possess excellent written communication skills and the ability to write with flair and creativity for the digital environment.
- Highly organised and efficient – must be able to meet daily and weekly deadlines and take ownership over a content tracker.
- Have superior time management skills - must be able to show a demonstrated track record of juggling tasks incoming from multiple teams simultaneously.
- Enjoy teamwork and collaboration – must be willing to support the greater efforts of the commission, including providing advice to, and working on, the roll out of domestic and global campaigns, major events and commission-wide initiatives.
- Possess an appetite for personal improvement – seeks out professional growth opportunities, has an open-mindset and is always learning.
- Willingness to take direction and contribute to the positive workplace culture at the SATC.
- Demonstrated experience working as a creative writer – either in the copy, content or publishing space (published work preferred).
- Demonstrated experience working with a Style Guide and Tone of Voice.
- Confident self-editor who can proof their own work, as well as the work of others.
- Ability to use Photoshop and other relevant software to edit photos and manage visual assets.
- Deep understanding of SEO and how this applies to onsite content.
- Have a passion for storytelling and an understanding of the key professional tenets of written storytelling (tone, active voice, tenses, motifs etc)
- Highly developed understanding and practice of spelling, grammar and punctuation principles.
- Understanding of the difference between copy and content writing and how this applies onsite.
- Highly analytical with a keen interest in deep diving into analytics, tracking progress and measuring success

Desirable Criteria

QUALIFICATIONS

- Creative writing degree or certificate.
- Published longform written work.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Ability to write long form creative features, profiles, brochure copy and other creative executions outside of digital.
- User journey and digital optimisation experience.
- Experience in budgeting, specifically fielding quotes, processing invoices and managing admin related expense documents.
- Experience collaborating with brand and design teams and web developers to improve the user journey and customer experience on site.
- Experience curating eDMs and executing an eDM content schedule – or a strong knowledge of the role that eDM communication plays in a broader marketing strategy.
- Genuinely interested in discovering unique stories and sharing these narratives from South Australia with the world.
- Knowledge and understanding of the travel industry.

Competencies

<p>ATTENTION TO DETAIL</p>	<p>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.</p>
<p>COMMUNICATION</p>	<p>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.</p>
<p>PLANNING AND ORGANISING</p>	<p>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.</p>
<p>CREATIVITY AND INNOVATION</p>	<p>Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.</p>

Key Responsibilities

CONTENT WRITING AND WEBSITE ADMINISTRATION

- Execute the content strategy for southaustralia.com
- Plan, write and publish performance driven blog content and website copy for southaustralia.com, integrating SEO keyword research insights.
- Write and publish longform feature content – including key storytelling profiles for the SATC destination brand.
- Build and edit pages and content hubs on southaustralia.com in line with SEO insights, consumer demand, campaign objectives and brand strategy.
- Auditing, editing and optimising existing content and web layouts on southaustralia.com to ensure that all content is up to date, accurate and reflects SEO best practice
- Understand and embody the SATC's brand narrative and tone of voice
- Work closely with the brand assets team and digital marketing team to align southaustralia.com with the SATC's visual style guide.
- Work with our global and domestic marketing teams to process UX and Content Update briefs.
- Work with our global marketing team to manage our content strategy across our global websites.
- Innovate and challenge the content status quo to improve onsite actions, resulting in higher engagement and increased brand saliency.
- Use initiative to identify opportunities for improvement on southaustralia.com and collaborate with the relevant teams to action changes.
- Implementing SEO updates and hygiene changes as required across websites.
- Work with the digital marketing and optimisation team on the collaboration process with Events SA – including the digital briefing process, managing internal stakeholders, communicating timelines and requirements for events related content, ensuring digital support package inclusions are delivered for each and every event briefed
- Ensure that our events related content on southaustralia.com is regularly updated
- Ensure that all content and copy update requirements communicated from external stakeholders is tracked and logged accordingly

PERFORMANCE MEASURES

- Organic search visits to southaustralia.com
- Onsite engagement rate
- ATDW leads
- Meeting campaign deadlines
- Agreed upon KPI's as part of the social media and content strategy
- Website content quality and accuracy
- Always working to improve quality of the user journey

SOCIAL MEDIA MANAGEMENT AND EMAIL MARKETING

- Assist in collating content, managing and sending email marketing communications when required.
- When required, supporting the day-to-day management of our social media channels, including; finding, curating, writing and scheduling all content, responding weekly to trends via timely content, daily community management, moderation and risk identification.
- Identifying opportunities to drive social traffic onsite and ensuring we are meeting defined KPIs.
- Work collaboratively with the other coordinators to find new and engaging ways to cross - promote content across our digital channels.

PERFORMANCE MEASURES

- Social performance against KPIs and goals.
- Shares and saves across social platforms.
- Generate ATDW leads and website visits from social media referral traffic.
- Positive in-team collaboration.
- Social media content quality and accuracy.
- Meeting campaign and all content deadlines.

ADAPTABILITY AND TEAMWORK

- Adapts quickly and positively to changing demands, new responsibilities and tasks.
- Builds relationships with others including the tourism industry and operators, external content creators and internal team members.
- Ability to learn and take on new tasks to achieve group objectives.
- Understands and is committed to the organisation's quality policies and procedures.
- Shows attention to detail and advocates for the proper use of the English language, grammar and brand voice.

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.

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Executive Manager

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Lily Hoffmann
Social Media and Content
Manager
Marketing

Signed

Date

Incumbent

Name
Title
Marketing

Signed

Date