

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



Government
of South Australia

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Position Description

Manager, Research

Purpose of the position

The Research Manager is responsible for providing strategic research leadership to the agency. This includes managing ongoing research requirements across the various teams in the agency, as well as identifying research gaps and potential strategic projects. The role has a key focus on facilitating communication of relevant research insights across the SATC and working within the SATC to embed the research findings into plans and strategies. The role manages strategic research projects ensuring high quality and relevant, actionable outcomes. The role has a leadership responsibility within the Strategy and Insights team providing support to the Director, Strategy and Insights and representing the team as needed at an Executive and Board level.

Position Title:	Reports to:	Position Classification:
Manager, Research	Director, Strategy and Insights	5 Year Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Corporate Services / Strategy and Insights	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

- Bachelor's Degree in Market Research, Marketing, Commerce, Economics, Statistics or equivalent.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Applied understanding of research methods and specific expertise in consumer behaviour.
- Strong attention to detail and consistently high-quality outputs.
- Ability to identify strategic research gaps and to design, contract and manage the market research process.
- High-level written and verbal communication skills, including presentation skills.
- Experience presenting to Executive level, to Boards and to Committees, both internal and external.
- Effective project management capabilities, including compliance with government procurement and contracting protocols.
- Experience in strategy development including conducting stakeholder consultation.

Desirable Criteria

QUALIFICATIONS

- QPR accreditation (Qualified Practising Researcher)

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience working with or for a market research agency.
- Multi-disciplinary and strategic thinking including the ability to identify emerging research needs and policy implications.
- Expertise in communicating complex concepts to a range of audiences in a variety of forms.
- Excellent stakeholder management including the ability to negotiate a mutually beneficial outcome across different agencies.
- Ability to be innovative, initiate projects and self-manage.
- Strong leadership skills with an inclusive, consultative approach.
- Strong understanding of government processes and requirements.

Applicants with any of the following areas of expertise will be viewed favourably:

- Experience in the tourism industry.
- Experience writing government briefings.
- Experience with Tourism Research Australia's International Visitor Survey and National Visitor Survey, including the CD-MOTA database.
- Experience in the graphical representation of data (infographics).
- Experience with data dashboards, such as Microsoft Power BI or Tableau.
- An understanding of tourism research.
- Experience with economic impact assessments.
- A sound understanding of marketing principles and practices.

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.
STRATEGIC THINKING	Demonstrates a broad-based view of issues, events and activities and a perception of their longer-term impact or wider implications.
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.
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.
PRESENTATION SKILLS	Prepares and presents information and ideas in an articulate and confident manner, to either individual or group audiences. Uses appropriate and effective visual aids. Adapts language, tone and non-verbal behaviours to suit audience. Written presentations are organised, concise, grammatically correct, and professional.
PROJECT MANAGMENT	The ability to plan and schedule a medium to large size project; to involve and allocate appropriate resources; and to bring such projects to completion on time and within budgeted costs.

Key Responsibilities**STRATEGIC RESEARCH CONSULTANCY**

- Work with teams within the SATC to identify research needs, define research issues and provide expert advice on research design and methodology to address gaps. Maintain a strong focus on servicing the strategy needs of the Marketing teams within the SATC.
- Provide project management services to SATC teams that are purchasing research, ensuring that the highest quality outcomes are achieved at a competitive cost.
- Maintain a strong knowledge of research providers and products on offer. Provide advice on where emerging research products or approaches might benefit the SATC.
- Maintain strong and current expertise in emerging research techniques to enable high quality internal advice and management of research contractors.
- Provide expert advice around the purchasing of research services within government procurement guidelines and protocols.
- Ensure internal engagement with existing data and insights and embedding of research outcomes in strategy and planning within the SATC, including the development of evidence-based Key Performance Indicators.
- Provide briefings, reports and presentations for the Executive team and Board on a range of issues relating to the tourism industry and the activities of the SATC.
- Provide internal presentations to ensure the broader SATC is across tourism performance and their contribution to the visitor economy in South Australia.

PERFORMANCE MEASURES

- SATC teams strongly engaged with, and using, data and insights in their planning and strategies.
- SATC teams have the information they need to perform their functions effectively.
- Research providers have a known, expert point of contact within the SATC and provide their highest quality services to the agency.
- High quality and timely strategic research is undertaken by the SATC and results are shared as widely as possible with outputs tailored to different audiences.

NATIONAL TOURISM RESEARCH

- Manage the SATC's relationship with Tourism Research Australia (TRA) with respect to the agreed deliverables under the Service Level Agreement including the Domestic Tourism Statistics (DoTS) program, previously known as the National Visitor Survey (NVS), and the International Visitor Survey (IVS).
- Act as the SATC's representative on the national Tourism Research Committee ensuring that strategic priorities are raised and actioned.
- Provide research expertise and South Australian representation on strategic research projects initiated at a national level by Austrade, Tourism Research Australia, Tourism Australia or other national agencies.

PERFORMANCE MEASURES

- SATC strategic research needs are represented at a national level.
- SATC is fully utilising TRA services under the Service Level Agreement and sharing information where possible.

STRATEGIC PLANNING

- Assist the Director, Strategy & Insights in the project management of the strategic and operational planning cycle for the SATC.
- Lead workshops with SATC Business Units to facilitate the development of strategic and operational planning.
- Lead external consultation approaches, including leading consultation design and facilitation where required.
- Assist with the development of written strategic and operational planning.

PERFORMANCE MEASURES

- Timely development of strategic and operational plans.
- Appropriate internal consultation and reporting to the Executive team.
- High quality external engagement where required on the development of plans.

EXTERNAL REPRESENTATION

- Provide thought leadership on the design and development of communications summarising research outcomes to external parties.
- Represent the SATC on committees and taskforces where appropriate.
- Conduct presentations and represent the SATC where needed with external stakeholders looking for engagement with tourism data, research and strategy.

PERFORMANCE MEASURES

- External stakeholders are informed and engaged with tourism research where relevant.
- The SATC's research and strategy position is clear and advocated on relevant committees and taskforces.

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

Stephanie Rozokos
Chief Operating Officer
Corporate Services

Signed

Date

Line Manager

Adam Stanford
Director, Strategy & Insights
Corporate Services

Signed

Date

Incumbent

[vacant]
Manager, Research
Corporate Services

Signed

Date