

ROLE STATEMENT

Head of Tourism and Marketing

ABOUT THE ROLE

The History Trust of South Australia is taking a more deliberate and coordinated approach to how it reaches, attracts and engages audiences. As a significant civic institution and custodian of South Australia's social history, the Trust is seeking to amplify its public profile, strengthen its contribution to the visitor economy, increase attendance and participation, and grow revenue-generating activity through sharper market positioning and more intentional audience development.

The Trust's major public platforms are central to this ambition. South Australia's History Festival and Bay to Birdwood are distinctive cultural assets with significant public recognition, deep community connection and growing potential as nationally recognised visitor experiences. They are also among the Trust's most powerful and trusted mechanisms for reaching new audiences, building partnerships, generating visitation and revenue, and shaping high-impact public narratives about the Trust's purpose, relevance and contribution.

The Head of Tourism and Marketing role has been created to bring together two complementary drivers of this work: the Marketing unit, which leads positioning, campaigns, audience insight, communications reach, and visitor conversion; and the Major Events team, which delivers flagship platforms capable of expanding the Trust's audience, influence, and market presence at scale. The role will provide the strategic cohesion between these functions, ensuring that tourism, marketing and major events work in concert to build demand, extend public conversation, strengthen the Trust's visitor profile, and support its broader organisational priorities.

While the role will work closely across the Trust's museums, programs and portfolios, its focus is not on museum operations. Rather, it is responsible for leading the organisation's outward-facing growth agenda: increasing visibility, attendance and engagement; developing high-value tourism and industry partnerships; improving the effectiveness and return of marketing activity; and positioning the Trust's public platforms as compelling cultural and visitor economy assets.

Reporting/Working Relationships

- Manages direct reports
- Works closely with the HTSA Leadership Groups
- Works collaboratively with key staff leads across the organisation, especially Head of Commercial and Partnerships.

Why Join the History Trust of South Australia?

The History Trust connects people with the stories that shape our state. We put history to work, helping South Australians understand the past and inform decisions about the future. Through our collections, museums, events and education programs, we use history as a training ground for thinking about the impacts of the choices we make. Joining the History Trust means contributing to work that strengthens learning, civic life and community understanding across South Australia.

Benefits of Working with Us

Looking for a role that combines a deeper purpose with your skills? At the History Trust of South Australia, we do things a little differently. We leap at opportunities and create our own, and we practise what we preach by giving people the space to test ideas, learn, and keep improving. We welcome ambition and, most of all, gumption, the resourcefulness, creativity and tenacity needed to get things done. This is a role suited to

someone who enjoys variety, initiative, and developing practical solutions. Alongside meaningful work, you will find a collaborative culture and flexible working arrangements where possible.

KEY ACCOUNTABILITIES

- Lead the planning, development, delivery and be responsible for a clear tourism, marketing, and audience growth strategy and program of work, ensuring alignment with the Trust's purpose, strategic priorities, and ambition to increase attendance, participation, and public impact.
- Establish and build strong recognition of the History Trust as a connected public portfolio, with clearer positioning of its major events, public offer, and cultural assets in ways that improve audience understanding, strengthen brand coherence and support cross-engagement.
- Oversee and ensure that our major events, South Australia's History Festival and Bay to Birdwood, are managed and positioned as flagship audience and profile-building platforms and strengthened as trusted vehicles for reaching new audiences, shaping public narratives that drive attendance and elevating the Trust's relevance and reach.
- Establish, develop and ensure a curated Trust presence within its major events, with South Australia's History Festival and Bay to Birdwood, using both major events to communicate the Trust's purpose, connect audiences with its broader public offer, and strengthen its cultural visibility, tourism relevance and destination appeal.
- Lead and deliver intentional audience growth, including clearer pathways to attract priority audiences, re-engage lapsed participants, increase repeat attendance, and strengthen the Trust's appeal to younger adults, families, cultural audiences and visitors.
- Lead and manage the improvement of discoverability and conversion processes across the audience journey, from awareness and search through to planning, booking, attendance and return engagement, supported by stronger digital pathways, event discovery channels, reviews, listings and cross-promotion.
- Embed and implement audience insight and evidence-led decision-making, with stronger data capture, evaluation and performance analysis used to understand who engages, who is missing, what prompts attendance, and how to increase repeat participation, audience relevance and long-term reach.
- Manage allocated budgets, resources and contracts associated with marketing, tourism, audience development and major event activities to support effective service delivery and achievement of strategic objectives.
- Lead a high-performing team and develop staff capability through effective performance management, coaching and continuous improvement initiatives.
- Provide expert consultancy, strategic advice to executive leadership, internal stakeholder and external partners on tourism, marketing, audience engagement and public profile initiatives.

Qualifications

Essential

- Tertiary qualifications in marketing, tourism, communications, business, events, cultural management or a related discipline, or equivalent demonstrated senior professional experience.

Desirable

- Qualifications or formal training in leadership, supervision, or people management.
- Financial or business administration training, including budgeting, procurement, or contract management.
- First aid certification.

SELECTION CRITERIA

TECHNICAL EXPERTISE

- Extensive expertise in strategic marketing, tourism positioning and audience development, with demonstrated ability to operate under broad directions, exercise significant independent judgement and lead the design and implement of complex programs of work that increase visibility, attendance, participation, visitor relevance and public impact.
- Extensive knowledge of integrated marketing and communications practice, including brand positioning, campaign development, digital discovery, audience pathways, content strategy, media reach and conversion from awareness to action.
- Strong expertise in developing new product offerings, designing commission structures, and delivering innovative marketing approaches beyond traditional channels.
- Significant knowledge of South Australian, interstate and national media networks and demonstrated capability to establish and maintain effective strategic partnerships and media relationships that strengthen the Trust's visitor profile and support its broader organisational priorities.
- Extensive expertise in positioning major events as high-impact audience and profile-building platforms, supported by strong audience insight, performance measurement and an understanding of the cultural tourism and visitor economy environment.
- Extensive strategic planning, research, analysis and reporting skills, including the ability to interpret complex information, identify emerging opportunities and risks, and develop evidence-based recommendations strategies and outcomes.

PERSONAL ABILITIES

- Highly developed strategic judgement, conceptual thinking and problem-solving capability, with the ability to translate organisational purpose, audience opportunity and public value into clear, strategic priorities and outcomes.
- Exceptional communication, influence and relationship management skills, with the ability to engage and advise diverse stakeholders, external partners and represent the Trust with credibility and confidence.
- Confident and compelling public speaker, with a strong ability to promote the organisation and build relationships across the tourism sector.
- Extensive demonstrated leadership capability, resilience and delivery focus, with significant ability to lead high-performing teams and portfolios, deliver organisational outcomes, manage competing priorities and build capability and collaboration across multiple portfolios.

EXPERIENCE

- Extensive senior leadership experience in marketing, tourism, audience growth, major events, communications or a related field, ideally within a complex, public-facing, cultural, tourism or purpose-led organisation.
- Extensive experience delivering audience-facing strategies, campaigns or major initiatives that have achieved measurable growth in awareness, attendance, participation, engagement, visitor profile or public visibility.
- Significant experience in developing and delivering strategic brand positioning and product marketing and the development of integrated campaigns that strengthen audience engagement and organisational reputation.
- Extensive experience in market research, audience insight, stakeholder engagement, customer experience and evidence-based decision-making to inform strategy, service delivery and organisational performance.

Additional Requirements

All employees commit to valuing and respecting the needs and contributions of First Nations employees and visitors, and to developing intercultural capability, including engagement with the Culturally and Linguistically Diverse (CALD) community.

Engagement in this role is subject to a satisfactory Department of Human Services Working with Children Check, with renewal required every five years.

The role may require out-of-hours work, as well as intrastate and interstate travel.

All History Trust of South Australia employees are required to work in accordance with the Code of Ethics for the South Australian Public Sector, as well as relevant policies, procedures, and legislative requirements, including but not limited to:

- Work Health and Safety Act 2012 (SA)
- Return to Work Act 2014 (SA)
- Equal Employment Opportunity (including prevention of bullying, harassment, and intimidation)
- Children's Protection Act 1993 (Cth) – Notification of Abuse or Neglect
- Public Interest Disclosure Act 2018
- Disability Discrimination legislation
- Information Privacy Principles
- Relevant Awards, Enterprise Agreements, Public Sector Act 2009, History Trust of SA Act 1981, and OCPSE Determinations and Guidelines
- Relevant Australian Standards
- Applying the principles of the South Australian Government's Risk Management Policy as appropriate
- Maintaining accurate and complete records of business activities in accordance with the State Records Act 1997

This role is based in the Adelaide CBD, however travel between our sites located in Birdwood and Port Adelaide is required regularly. Depending on operational needs, the incumbent may be required to transfer to other History Trust locations, either permanently or temporarily, to perform work appropriate to their classification, skills, and capabilities, in accordance with the relevant provisions of the Public Sector Act 2009.

Work Health and Safety

This role requires the incumbent:

- Collaborate with the WHS Coordinator on workplace safety procedures and programs
- Proactively ensures all direct reports understand workplace health and safety requirements and responsibilities.
- Participates in health and safety discussions in the workplace.
- Identifies hazards, assesses risks, and implements procedures for controlling risks.
- Implements procedures for dealing with incidents and emergency events.
- Maintains appropriate workplace safety records.
- Implements procedures for managing injured workers.

Role Acceptance

I have read and understand the responsibilities and organisational context as outlined in this role statement and agree to adhere to the values of the SA Government and History Trust of SA as described within this document.



Incumbent Name

Incumbent Signature

Date
