

Role Description

Manager, Events and Promotion

Classification: ASO8

Group: Invest SA

Position Number: P45225

Team: Investment Support

About Us

The Department of State Development is the South Australian Government's lead economic development agency.

Our mission is to drive sustainable economic growth in South Australia by increasing industrial and workforce capability, capacity, collaboration and resilience. We take pride in hiring the right people for the right jobs and offer an attractive, flexible workplace.

For more information about our agency, please visit:

Department of State Development | statedevelopment.sa.gov.au

About The Role

Invest SA facilitates investment into South Australia by connecting investors and companies with opportunities, industry networks, and other government agencies in South Australia across a range of industry sectors. The Investment Support team enhances the sector teams' client-facing activities by providing solutions that involve the production of specialised tools, content and activities that assist in conveying a compelling investment attraction, message, activation or strategy.

The Manager, Events and Promotion is responsible for developing the Invest SA brand and promoting locally, nationally and internationally. The Manager, Events and Promotion is responsible for the development and delivery of projects, advice and services required to successfully implement Invest SA's program of event and promotional activities.

The Manager, Events and Promotion develops and delivers high level strategic event and promotional plans in partnership with Invest SA sector teams, other Government Departments and key stakeholders to target a global, national and local audience, and applies a high-level experience in brand development, across these channels. The role adeptly builds connections to targeted audiences and markets and oversees a high performing team in event delivery and management, story building, copy writing and brand development.

The role also works closely with the Strategic Communications and Customer Experience team to support the delivery of digital marketing, online content development, producing online influencing campaigns and determining analytics.

What you will do (results to be achieved)

1. Lead and oversee the strategic planning, delivery and evaluation of critical events and promotional programs and functions including ensuring a key partnership role is developed and managed to engage with Divisions to deliver expertise in key activities for Invest SA key outcomes.
2. Oversee and be accountable for deploying branding and promotional activities across Invest SA where required.

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3. Plan, administer and evaluate complex event and promotional projects in accordance with policy, processes and budgets, and project stakeholders, staff and management are effectively engaged.
4. Lead and performance manage a team of specialised events and promotions experts ensuring the successful delivery of program and service delivery KPIs and agency goals.
5. Lead the planning and production of creative materials.
6. Oversee the production of promotional videos and graphic design content in supporting Business Development activities and support the production and delivery of communication strategies for a range of audiences and channels.
7. Lead and monitor the drafting of high level and sensitive correspondence, reports and briefings, including ministerial and parliamentary briefings, to ensure a high standard of quality and compliance with government and agency standards.
8. Support where required, the development, implementation and evaluation of an effective social media strategy, including the delivery of timely and relevant messages to key audiences, utilising DSD's international channels to promote South Australia Investment opportunities.
9. Develop and maintain effective, positive relationships with South Australian business and DSD's Investment clients.
10. Authoritative research, analysis and advice on issues and trends is provided to key stakeholders in the form of position and discussion papers, for Ministerial briefings and Cabinet Submissions.
11. Representation of the Department's position on relevant high-level committees and working parties at the state and national level.
12. Oversee projects, which are led, planned, administered and evaluated, in accordance with policy and processes and in collaboration with project stakeholders, DSD staff and management.
13. Contribute to and ensure a safe, diverse and healthy work environment by working in accordance with legislative requirements, the Code of Ethics for the South Australian Public Sector and departmental human resource policies.
14. Demonstrate and uphold the DSD Customer Service Principles and Service Standards in the provision of high quality, consistent and professional service to our customers through being responsive, knowledgeable, timely and respectful in all interactions.
15. Contribute to and ensure a safe, diverse and healthy work environment by working in accordance with legislative requirements, the Code of Ethics for the South Australian Public Sector and departmental human resource policies.
16. Demonstrate and uphold the DSD Customer Service Principles and Service Standards in the provision of high quality, consistent and professional service to our customers through being responsive, knowledgeable, timely and respectful in all interactions.

The Capabilities You Will Bring (key competencies)

Essential Technical Experience and Knowledge:

- Extensive knowledge of brand marketing principles and practices at a senior level and the development and management of corporate branding, marketing, events in a trade and investment environment.
- Detailed knowledge of government policy and procedures and their application in relation to agency operations including government marketing.
- Proven experience in leading staff and managing significant business unit and project resources to deliver a diverse range of strategic events, projects and services within timeframes and budgets.
- Experience developing, interpreting and advising on strategies and policies and providing succinct reports and briefings to senior executives in government or the private sector.
- Experience in developing positive relationships with key stakeholders, public and private sector organisations, suppliers and the business community, in compliance with government and agency policy.

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- Demonstrated ability to exercise original thinking and independent judgement and delegated authority to identify and analyse strategic and operational issues and risks and think laterally to develop appropriate creative strategies for resolution.
- Demonstrated ability to operate under very broad direction in the delivery of programs which have a significant impact beyond the agency, manage multiple projects, competing priorities and the needs of multiple stakeholders and customers in a complex environment.
- Demonstrated ability to formulate, develop and deliver strategic initiatives and lead a multidisciplinary team in the delivery of functions of critical importance to the agency, establishing a culture of performance, professionalism and continuous improvement to drive business excellence.

Qualifications:

- Essential: n/a
- Desirable: Tertiary qualifications in marketing or business management

Reporting / Working Relationships

- Reports to: Deputy Director, Investment Support
- Direct Reports: Principal Events Officer, Marketing Coordinator, Events and Marketing Coordinator and Events Officer (term role).
- Works with:
 - Staff across the department
 - Other relevant government agencies and relevant industry bodies
 - Minister, interstate / overseas counterparts, Local, State and Commonwealth Government agencies

DSD Working Conditions

- Compliance with Government legislation, Code of Ethics for the SA Public Sector, DSD policies and procedures, including ethical / accountable resources and information management, WHS and injury management, risk management, and the access / equity / diversity strategies of the public sector.
- Out of hours work may be required.
- Intrastate and interstate travel may be required.
- The incumbent may be assigned to another position at this remuneration level or equivalent, including across teams in this Agency.
- The incumbent will be required to maintain a safe working environment by adopting appropriate hazard management practices consistent with the role.
- The successful applicants will be required to demonstrate they have undergone appropriate assessment prior to being employed
 - National Police Check (NPC)
 - General Employment Probity Check (DHS)
 - Working with Children Check (DHS)
 - Baseline Vetting
 - Negative Vetting 1

Our Core Values

Be part of a high performing, collaborative, agile and innovative organisational culture. Through a network of multi-disciplinary teams, we operate with internal project structures that enable adaptable, flexible, and agile ways of working. This is underpinned by our Core Values of:

 Service We proudly serve the community and Government of South Australia	 Professionalism We strive for excellence	 Trust We have confidence in the ability of others	 Respect We value every individual
 Sustainability We work to get the best results for the current and future generation of South Australia	 Collaboration & Engagement We create solutions together	 Honesty & Integrity We act truthfully, consistently and fairly	 Courage & Tenacity We never give up