

ROLE DESCRIPTION

ROLE TITLE:	Marketing & Campaigns Lead	AGENCY:	Department of the Premier and Cabinet
CLASSIFICATION:	ASO5	DIVISION:	Art Gallery of South Australia
ROLE NUMBER:	M00338	BUSINESS UNIT:	Art Gallery of South Australia

REPORTS TO: Head of Marketing

ROLES REPORTING TO THIS ROLE: Nil

BUDGET: in line with the relevant financial delegation

ROLE PURPOSE:

The Marketing & Campaigns Lead is responsible for the development and delivery of the Art Gallery of South Australia's (AGSA) marketing and campaigns, contributing to AGSA's audience growth, brand positioning and engagement objectives. The role manages targeted marketing campaigns for exhibitions, events and key programs.

KEY OUTCOMES OF ROLE:

1. Support the development and implementation of strategic multi-channel marketing campaigns for AGSA's exhibitions, programs and events, to deliver growth and engagement with diverse audiences. This includes preparing and submitting campaign reporting and evaluation materials for funding bodies.
2. Provide expert advice and recommendations to the Head of Marketing and senior stakeholders on campaign strategy, audience insights and brand positioning for AGSA's exhibitions and programs.
3. Ensure the production of high-quality marketing materials and content, which effectively promote AGSA's brand, its exhibitions and programs and align with visual identity and tone.
4. Coordinate content for AGSA websites and digital platforms, ensuring content is optimised, accessible and reflective of current audience trends and AGSA's programming and priorities.
5. Use analytics tools to evaluate campaign performance, prepare reports, and identify opportunities for continuous improvement.
6. Collaborate with internal teams and external agencies to ensure integrated communications and effective campaign delivery.

KEY RELATIONSHIPS / INTERACTIONS:

- Works collaboratively with all teams across AGSA
- Liaises with creative agencies and suppliers, arts and cultural organisations and Government departments.

SPECIAL CONDITIONS:

- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires:
 - Nationally Coordinated Criminal History Checks (NCCHC) (required for all roles)
 - Working with Children Check
 - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.
- Some out of hours work will be required

KEY SELECTION CRITERIA

- Demonstrated experience in developing and delivering strategic, multi-channel marketing campaigns, including digital, print, and direct marketing, with measurable outcomes.
- Advanced knowledge of contemporary marketing and communications principles, including audience segmentation, brand positioning, and campaign evaluation.
- Strong written and verbal communication skills, with the ability to craft clear, engaging content and liaise effectively with internal and external stakeholders.
- Understanding of digital platforms, including website content management systems, social media scheduling tools, and e-marketing platforms.
- Ability to interpret and apply analytics and performance data to inform marketing strategy, optimise campaigns, and prepare reports for internal and external stakeholders, including GCAC.
- Excellent organisational and project management skills, with a proven ability to manage competing priorities, meet deadlines, and coordinate cross-functional teams or external agencies.
- Demonstrated ability to work independently and exercise sound judgement, while contributing to strategic planning and continuous improvement initiatives.
- Understanding of and commitment to diversity, inclusion, and accessibility in marketing practice, with a genuine interest in the arts and cultural sector.

PURPOSE

- Making a difference so South Australia thrives

VISION

- The Heart of government

DPC VALUES

- Curious
- Courageous
- Connected

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Trust ▪ Service ▪ Professionalism ▪ Respect | <ul style="list-style-type: none"> ▪ Collaboration and Engagement ▪ Honesty and Integrity ▪ Courage and Tenacity ▪ Sustainability |
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CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

[Check the boxes of the behaviours that are most relevant to the role]

Supports and Implements the Strategic Direction

- Understands the big-picture and contributes to the development of strategic direction
- Understands and supports organisational goals and business objectives
- Steers and implements change
- Identifies, defines and solves complex problems relating to the teams work objectives
- Identifies broader factors, trends & influences across the Public Service that may impact on the teams work objectives

Achieves Results

- Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes
- Evaluates alternatives objectively and uses evidence, knowledge and experience to deliver the best result
- Ensures compliance with Public Sector legislation, regulations and policies
- Monitors project performance and takes action to improve the delivery of quality outcomes as required
- Values specialist expertise and capitalises on the knowledge and skills of self and others

Enhances Business Excellence

- Actively supports and seeks new innovative initiatives and is responsive to change methodology to implement these
- Keeps abreast of market trends, developments and economic/legislative changes to meet current and future organisational needs
- Identifies learning opportunities. Gives timely praise and recognition. Deals with under performance promptly, and works towards agreed performance standards
- Embeds a strong customer service ethos by understanding needs
- Monitors expenditure, manages procurement and contract procedures and identifies the appropriate use of resources

Cultivates Productive Working Relationships

- Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns
- Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict
- Works collaboratively and shares information with own team and seeks input from others
- Builds and sustains positive relationships with team members, stakeholders and clients
- Confidently communicates messages in a clear and concise manner using appropriate language

Exhibits Personal Drive and Professionalism

- Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour
- Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them
- Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner
- Self evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others. Committed to self development
- Contributes to a culture that values and respects diversity and models this in all interactions
- Ensures standards for the safety and wellbeing of self and others are maintained