



ROLE DESCRIPTION

ROLE TITLE: Marketing Coordinator

AGENCY: South Australian Motor Sport Board

CLASSIFICATION: ASO4

BUSINESS UNIT: Marketing

ROLE NUMBER: P68632

REPORTS TO: Head of Marketing

ROLES REPORTING TO THIS ROLE: Nil

BUDGET: Nil

ROLE PURPOSE:

The Marketing Coordinator supports the delivery of marketing and communications activities across SAMSB's major motorsport events.

Reporting to the Head of Marketing and working within a Marketing team, the role is responsible for coordinating campaign activities, managing marketing assets and supporting delivery of projects and content across channels. The role focuses on execution, accuracy and timely delivery of marketing activities as directed.

KEY OUTCOMES OF ROLE:

1. Coordinate and implement marketing activities in line with approved campaign plans, ensuring tasks are completed accurately and on time.
2. Prepare, track and distribute marketing assets across channels, ensuring correct versions, approvals and brand alignment.
3. Maintain event websites and digital platforms by uploading and updating content as directed.
4. Support delivery of marketing projects (e.g. event programs, activations), including scheduling, tracking actions and coordinating inputs.
5. Liaise with internal teams and external providers to support delivery of marketing activities and resolve day-to-day queries.
6. Assist in coordinating marketing deliverables for sponsors and partners, ensuring requirements are actioned as directed.
7. Produce and coordinate marketing collateral and graphic design assets across digital, print and event channels, working within established brand guidelines and approved campaign direction.
8. Provide administrative and coordination support to the marketing, PR and media teams, including document preparation, scheduling, tracking and record keeping.
9. Provide support across the Marketing team during peak periods, including event delivery phases, contributing to overall team outcomes.

KEY RELATIONSHIPS / INTERACTIONS:

- Head of Marketing – direction, priorities and work allocation
- Marketing Team – coordination of activities, sharing information and supporting delivery
- Internal SAMSB Teams – provision of information and coordination of marketing inputs
- External Agencies and Suppliers – coordination of assets, timelines and deliverables

SPECIAL CONDITIONS:

- Applicants will be required to work extended hours leading into and during major events.
- 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 (please select those relevant for the role):
 - ☒ 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.

**KEY SELECTION CRITERIA:**

- Experience supporting or coordinating marketing and/or communications activities.
- General understanding of marketing processes and channels, with ability to follow established plans and guidelines.
- Experience coordinating, writing and briefing marketing assets with strong attention to detail.
- Demonstrated ability to prepare and adapt marketing and graphic design assets across digital, print and event channels, ensuring accuracy, consistency and timely delivery.
- Demonstrated organisational and time management skills, with the ability to manage multiple tasks.
- Effective written and verbal communication skills, with the ability to work collaboratively.
- Ability to follow direction and work within established processes and frameworks.
- Experience using digital systems (e.g. websites, content management systems or shared platforms).
- Relevant qualifications or current study in marketing, communications, business or a related discipline (desirable)
- Experience and enthusiasm for motor sport environments and/or major events is highly desirable.

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 |
|--|---|

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****Holds Big Picture View at Local and Individual Level**

- ☐ Sees the big picture and understands how their work contributes to the strategic direction
- ☒ Understands and supports organisational goals and business objectives
- ☒ Responds in a positive and flexible manner to change and uncertainty
- ☒ Identifies, defines and solves problems that may impact on own work objectives
- ☒ Demonstrates an understanding of both internal and external factors and influences that may affect own work outcomes

Achieves Results

- ☒ Understands individual and team capabilities and makes effective use of own capabilities
- ☒ Takes into account the associated advantages and disadvantages of a range of options to deliver the best results
- ☒ Understands how work practices are governed by Public Sector legislation, regulations and policies
- ☒ Sees work tasks through to completion with agreed timeframes to achieve quality outcomes
- ☐ Applies specialist expertise of self and others to achieve business outcomes

Promotes Business Excellence

- ☒ Provides support to implement new innovative initiatives and promotes change
- ☒ Gathers and investigates information from diverse sources to keep abreast of new developments and changes in the Public Sector environment
- ☒ Seeks out and participates in learning opportunities. Understands and acts on constructive feedback and works towards agreed performance standards
- ☒ Promotes a strong customer service culture by understanding needs
- ☐ Assists and supports financial monitoring, procurement and contract procedures

Builds Positive 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

Displays 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 & 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