

ROLE STATEMENT

ROLE TITLE	Head of Tourism and Marketing	POSITION NO.	TBA
CLASSIFICATION	ASO8	REVIEWED DATE	September 2026
PORTFOLIO	Experience & Learning	ANZSCO CODE	TBA
AGENCY	History Trust of SA		
FTE	1.0		

ABOUT THE ROLE

The Head of Tourism and Marketing is accountable for growing the History Trust of South Australia's audiences, visitation, ticket sales, revenue and public profile.

The role leads the Trust's Marketing and Communications and Major Events functions, bringing together marketing, tourism, internal and external communications, public relations, ticketing, audience development and major events as an integrated growth portfolio with clear targets and measurable results.

A key responsibility is leading a whole-of-Trust ticketing strategy across museums, events and experiences. This includes pricing, ticket products, sales channels, customer journeys, conversion, audience data and revenue optimisation, ensuring ticketing is used strategically to grow attendance, improve customer experience and build repeat visitation.

The role is also accountable for the strategic direction and effective operational delivery of the Trust's major events, particularly South Australia's History Festival and RAA Bay to Birdwood, ensuring they achieve strong outcomes in attendance, revenue, audience growth, visitor experience, partnerships and public profile.

The Head of Tourism and Marketing provides leadership across the Trust's internal and external communications, ensuring staff, audiences, stakeholders and partners receive clear, timely and coordinated communications. The role also leads the Trust's public relations approach, including oversight of media activity and external communications and PR partners.

Working across the organisation and with external partners, the Head of Tourism and Marketing will build demand for the History Trust's museums, events and experiences and convert that demand into measurable attendance, participation, engagement and revenue.

Reporting/Working Relationships

The Head of Tourism and Marketing:

- leads the Marketing and Communications and Major Events teams;
- works closely with the Chief Executive, Senior Leadership Team and museum and portfolio leaders;

- works particularly closely with the Head of Commercial and Partnerships to align audience growth, ticketing and marketing activity with new revenue opportunities, sponsorship and partnership development;
- provides strategic communications and public relations advice to the Chief Executive and senior leaders;
- manages relationships with external marketing, communications, media and PR partners and agencies;
- develops productive relationships across government, tourism, media, cultural, events and visitor economy sectors; and
- represents the History Trust externally on matters relating to tourism, marketing, communications, public relations, audiences and major events.

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 make better 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 and implement the History Trust's strategies to grow and increase visitation, participation, reach and repeat engagement, setting targets and driving outcomes for priority audiences, markets and stakeholders.
- Lead the development and implementation of the Trust's ticketing strategy across museums, events and experiences, driving pricing and sales channel performance, customer journeys and conversion initiatives to maximise visitation, participation, revenue growth and commercial outcomes.
- Be accountable for the strategic direction, planning, delivery and performance of the History Trust's major events portfolio, driving growth in attendance, revenue, audience reach, partnerships and visitor experience, while ensuring alignment with organisational objectives and commercial outcomes.
- Lead the strategic direction and performance of the History Trust's brand, including sub-brands, marketing, digital, content, social media and communications functions, ensuring

activity builds awareness, enhances reputation, grows audiences and delivers measurable visitation, engagement and commercial outcomes.

- Lead the History Trust's media, public relations and issues management function, providing expert strategic advice to senior leaders and ensuring effective management of external communications partners to support organisational objectives, manage reputational risk and maximise positive public engagement.
- Grow and strengthen History Trust's position within the visitor economy, leveraging tourism products, industry partnerships and distribution networks to increase visitation, grow market reach, enhance visitor spend and support long-term organisational sustainability.
- Analyse audience, ticketing, visitation and marketing data to inform strategic decision-making, optimise performance and identify growth opportunities, while leading high-performing teams, budgets and resources to deliver agreed operational, commercial and audience outcomes.
- Lead the strategic management of budgets, resources and contracts associated with marketing, tourism, audience development and major event activities, ensuring effective service delivery, financial sustainability and achievement of organisational priorities and performance outcomes.
- Lead a high-performing multidisciplinary team, fostering a culture of accountability, collaboration and continuous improvement, while building organisational capability through effective leadership, performance management, coaching and workforce development 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 professional development in leadership, management or business.
- Training or professional experience in ticketing, customer relationship management, digital marketing, data analytics or revenue management.
- Relevant tourism, events or visitor economy professional accreditation.

SELECTION CRITERIA

TECHNICAL EXPERTISE

- Extensive expertise in strategic marketing, tourism and audience development, with demonstrated ability to translate strategy into measurable growth in visitation, participation, revenue and public profile.
- Extensive expertise in ticketing and revenue optimisation, including pricing, customer journeys, sales channels, conversion, segmentation and the use of customer data to drive audience and commercial performance.
- Extensive expertise in integrated communications and major events, including brand and campaign strategy, internal and external communications, media and public relations, issues management, agency oversight, and the strategic and operational leadership of high-profile public events.

PERSONAL ABILITIES

- Highly developed strategic and commercial judgement, with the ability to identify opportunities, make sound decisions and convert organisational ambition into measurable outcomes.
- Exceptional leadership, communication and influence, with the ability to lead high-performing teams, advise senior decision-makers and represent the Trust credibly with government, industry, media, partners, staff and the community.
- Strong delivery focus, initiative and resilience, with the ability to navigate complexity, address underperformance and drive accountability, collaboration and continuous improvement.

EXPERIENCE

- Extensive senior leadership experience across marketing, tourism, audience development, ticketing, communications or major events within a complex public-facing organisation.
- Demonstrated experience developing and delivering internal and external communications strategies, including executive communications, organisational change, media relations, public relations, issues management and oversight of external communications partners.
- Demonstrated experience leading major campaigns, festivals/events and audience growth initiatives with accountability for teams, budgets, revenue, visitation, performance measurement and delivery.

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, relevant policies and procedures, and applicable 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 to:

- collaborate with the WHS Coordinator on workplace safety procedures and programs;
- ensure direct reports understand and comply with workplace health and safety requirements and responsibilities;
- participate in health and safety discussions and initiatives;
- identify hazards, assess risks and implement appropriate controls;
- ensure appropriate procedures are followed for incidents and emergencies;
- maintain appropriate workplace safety records; and
- support appropriate processes 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
