

**1 Position Identification**

<b>POSITION TITLE</b>	Director Brand and Marketing
<b>CLASSIFICATION</b>	Level 8
<b>POSITION NUMBER</b>	TWA20032
<b>DIVISION</b>	Marketing
<b>BRANCH</b>	Brand and Marketing
<b>NO. DIRECT REPORTS</b>	5
<b>REPORTS TO</b>	Executive Director Marketing, TWA20026, Class 1

**2 Corporate Context**

The Department of Jobs, Tourism, Science and Innovation is Western Australia’s lead agency for economic development, international trade and investment, and tourism. For further information please visit our website at [www.jtsi.wa.gov.au](http://www.jtsi.wa.gov.au).

**Organisational Context**

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation.

Tourism WA is responsible for promoting Western Australia as a holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

**Operational Context**

The Marketing Division seeks to drive leisure visitation, spend and dispersal in the intrastate, interstate and international markets by increasing the awareness, consideration and desire to travel to Western Australia. It is responsible for paid, earned and owned media channels and content. The Division is the custodian of insights and planning, brand strategy, data and digital platforms, marketing content management, and social community management.

**Team Vision**

To embody the spirit of adventure by working together to deliver brave and bold marketing and partnership campaigns.

**3 Purpose of Position**

- 3.1 Lead the development and championing of the Western Australian Tourism Brand Strategy, brand architecture and the Brand Playbook (style guide) and its integration with local destinations, events and experiences.
- 3.2 Lead the development, implementation and performance evaluation of marketing in paid media, including event marketing and data-led retargeting campaigns.
- 3.3 Maintain effective relationships with, and manage the contracts of, external providers and contactors.

## 4 Job Responsibilities

### 4.1 Brand Strategy

- Lead the development of the Western Australian Tourism Brand Strategy, brand architecture, Brand Playbook and its components.
- Establish the policies, processes and guidelines required to ensure brand governance, to maintain a strong brand and mitigate the risk of brand or reputational damage.
- Develop and lead implementation programs, both internally and externally.

### 4.2 Marketing Program

- Lead the development and implementation of campaign strategies, creative campaigns, connections architecture and media plans for the domestic and international markets.
- Undertake media agency and media partner negotiation to achieve media deals and modern integrated media plans which deliver a strong return on investment for Tourism WA.
- Drive and manage investments in paid search, media data partnerships, paid social campaigns and data-based retargeting campaigns.
- Undertake stakeholder management to lead the translation of destinations and experiences into the Western Australian Brand Strategy.
- Proactively collaborate with the Events team to promote events as a key driver of visitation as part of Brand and Marketing efforts.
- Contribute to the Brand and Marketing input into the relevant plans and strategies, ensuring these inputs align with the overall objectives of the organisation.
- Ensure all Brand and Marketing executions align with the brand strategy and Brand Playbook.

### 4.3 Marketing and Partnerships Campaigns

- Deliver content and messaging to support Marketing and Partnerships campaigns.
- Identify and implement ways for Marketing and Partnerships campaigns to be delivered more efficiently, both externally and internally.

### 4.4 Performance Reporting and Optimisation

- Set objectives, targets and key performance indicators for paid media campaigns.
- Contribute to performance reporting for domestic and international markets and make recommendations for future paid media campaign efforts.
- Oversee digital asset testing and provide results to the team, outlining key findings and marketing opportunities through digital asset testing.

### 4.5 Procurement and Contract Management

- Develop and lead implementation of long-term procurement plans for major contracts.
- Procure and manage major contracts with third-party suppliers, ensuring sound governance, service delivery, value for money and budget management.

### 4.6 Consultancy and Communication

- Be a champion for bold, creative practices and help Tourism WA to become braver in its Marketing efforts.
- Build and maintain strong, positive relationships across the organisation as well as with stakeholders, including Regional Tourism Organisations, and tourism operators.
- Establish and maintain strategic alliances with senior management internally and key external stakeholders.

- 4.7 Cross Division Leadership
  - Proactively collaborate with the Markets and Partnerships and Events teams and other teams as required to integrate activities.
- 4.8 Team Leadership and Management
  - Formulate the Team's objectives, targets, resource plans and processes to achieve Tourism WA's objectives and Marketing's priorities.
  - Develop and manage the operating budgets for the team against financial and non-financial performance targets.
  - Coach, manage and guide team members to facilitate skill development and acquisition of knowledge.
  - Exercise appropriate delegations.
- 4.9 Other
  - Represent Tourism WA on strategic committees and forums.
  - Proactively identify, assess and manage risks related to Tourism WA's paid marketing campaigns.
  - Prepare Tourism WA Strategic Marketing Committee and Board papers as well as Ministerial and other reporting requirements.
  - Other duties as required.

## **5 Corporate Responsibilities**

- 5.1 Demonstrate effective leadership and integrity by complying with the departmental Code of Conduct and all policies and procedures.

## **6 Job Requirements**

### **Essential**

- 6.1 Substantial experience in creating, maintaining and managing media and creative agency partnerships.
- 6.2 Substantial experience in building strategic relationships with national media networks and substantial experience negotiating new media deals.
- 6.3 Substantial experience leading the development, implementation and evaluation of integrated marketing strategies and campaigns.

## **7 Capabilities**

- 7.1 Shapes and Manages Strategy
  - Translates strategy into operational goals linked to the strategic direction of the work area; and identifies new strategic opportunities aligned to the objectives and priorities of the agency and government.
- 7.2 Achieves results
  - Leads and manages the development and implementation of business strategies, projects and operations to meet organisational objectives.
- 7.3 Builds Productive Relationships
  - Builds strategic relationships with stakeholders and clients in government and industry.
- 7.4 Exemplifies Personal Integrity and Self Awareness
  - Leads teams through empowering and encouraging them to take responsibility and achieve results.

- 7.5 Communicates and Influences Effectively
- Undertakes negotiations with a strong grasp of the issues and presents messages in a confident, clear and concise manner.
  - Writes fluently and persuasively in a range of styles and formats.

## 8 Appointment Details

<b>LOCATION</b>	Perth CBD
<b>INDUSTRIAL AGREEMENT</b>	Public Sector CSA Agreement 2019
<b>AWARD</b>	Public Service Award 1992
<b>SPECIAL CONDITIONS</b>	Ability to work outside normal business hours on a frequent basis. Ability to travel on an ad hoc basis.
<b>ALLOWANCES</b>	Nil
<b>ACCOMMODATION</b>	Not applicable
<b>SPECIALISED EQUIPMENT OPERATED</b>	Not applicable (Note: Unless otherwise stated in the Job Description Form, all positions require the occupant to be able to use a personal computer and have a working knowledge of Microsoft Office software: Word, Excel, PowerPoint and Outlook).
<b>EFFECTIVE DATE</b>	12 October 2020

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