

1 Job Identification

JOB TITLE	Senior Manager Insights and Planning
CLASSIFICATION	Level 7
POSITION NUMBER	TWA20029
DIVISION	Marketing
BRANCH	Insights and Planning
LOCATION	Perth
NO. OF DIRECT REPORTS	2
REPORTS TO:	Executive Director, 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.

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.

Vision

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

3 Purpose of Position

- 3.1 Lead Tourism WA's research program to ensure marketing decisions are based on research and insight into audiences, customers, destination and experience perceptions and performance, competitors, demand modelling and forecasting.
- 3.2 Lead the facilitation and project management of the development of strategies, plans and performance reports across all markets.
- 3.3 Lead the setting, tracking and reporting on objectives, targets, Key Performance Indicators (KPIs) and Return on Investment (ROI) across Tourism WA Marketing.

4 Job Responsibilities

4.1 Insights and Planning

- Conducts research and develop actionable insights regarding Tourism WA's: Audiences; Customers (including International Visitor Survey (IVS) and National Visitor Survey (NVS0 results); Competitors; Destinations and Experiences and Brand.
- Lead the development of audience segmentation.
- Lead the development of demand modelling and forecasting across markets.
- Prepare reports, discussion papers and presentations to communicate marketing and industry insights to various stakeholders.
- Make recommendations for future research requirements and research partners.

4.2 Destination Framework

- Lead the development and implementation of the Destination Framework.

4.3 Plans and Strategies

- Coordinate and facilitate the development of strategies and plans, ensuring they align with the overall objectives of the organisation.

4.4 Performance Reporting and Evaluation

- Set, track and report on objectives, targets, KPIs and ROI across the Markets and Partnerships Division and the Marketing Division.
- Coordinate and facilitate the development and delivery of the performance reports.
- Develop and refine metrics to evaluate Marketing's and Markets and Partnerships' contribution.
- Report appropriate targets and KPIs in digital dashboards.

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 the three sources of insight: Quantitative and Qualitative Research; Conversion Partners; and Tourism Partners.
- Build and maintain strong, positive relationships across Tourism WA and the Regional Tourism Organisations.
- Develop and lead the implementation of a plan to proactively educate Tourism WA and industry partners on Insights and Planning team outputs.

4.7 Team Leadership and Management

- Formulate the Team's objectives, resource plans and processes to deliver Tourism WA's Marketing's priorities.
- Develop and manage the operating budgets for the team against financial and non-financial performance targets.
- Coach, manage and guide other team members to facilitate skill development and acquisition of knowledge.
- Exercise delegations.

4.8 Other

- Represent Tourism WA on strategic committees and forums.
- Proactively identify, assess and manage risks related to Tourism WA's research, insights and planning.
- Prepare Tourism WA Strategic Marketing Committee and Board papers as well as Ministerials 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

- 6.1 Substantial experience in, and contemporary knowledge of, market research techniques including qualitative and quantitative methods and digital analytics.
- 6.2 Substantial experience contributing to the development of integrated strategies and programs through the provision of insights and facilitating workshops.

7 Capabilities

7.1 Shapes and Manages Strategy

- Applies conceptual and critical thinking skills to analyse and resolve complex issues to achieve strategic objectives and identify new opportunities for business development.

7.2 Achieves results

- Manages the development and implementation of business strategies, projects and operations to meet organisational objectives.

7.3 Builds Productive Relationships

- Identifies, initiates, builds and manages productive and effective relationships and partnerships.

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

- Prepares complex written reports, including ministerial, speeches and briefing papers and delivers presentations to a wide variety of audiences.
- Approaches negotiations with a strong grasp of key issues and strives to achieve an outcome that delivers benefits for both parties.

8. Appointment Details

JOB LOCATION	Perth CBD
INDUSTRIAL AGREEMENT AWARD	Public Sector CSA Agreement 2019 Public Service Award 1992
SPECIAL CONDITIONS	Ability to work outside normal business hours on a frequent basis.
ACCOMMODATION AND/OR SPECIAL ALLOWANCES	Not applicable
SPECIALISED EQUIPMENT OPERATED	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).
EFFECTIVE DATE	12 October 2020

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