

1 Position Identification

POSITION TITLE	Senior Manager Content
CLASSIFICATION	Level 7
POSITION NUMBER	TWA20038
DIVISION	Marketing
BRANCH	Content
LOCATION	Perth
NO OF DIRECT REPORTS	6
REPORTS TO:	Executive Director Marketing TWA13003, 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.

Team Vision

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

3 Role

- 3.1 Lead the Content Program, proactively leading discussions across Tourism WA to identify annual, quarterly and responsive content needs and the creative production and delivery of these assets.

- 3.2 Lead the Public Relations, Ambassador and Organic Social Media Programs, as well as lead creative asset management and social media community management.
- 3.3 Maintain strong, positive relationships with travel, event and lifestyle media to ensure WA receives positive, strong media exposure.

4 Job Responsibilities

4.1 Content Program Management

- In conjunction with Executive Director, lead the development, implementation and performance evaluation of content for Tourism WA owned and earned media channels and the Team WA Marketing Hub (e.g. Image Library, Video Library, marketing User Guides etc).
- Proactively collaborate with the Events team to promote events as a key driver of visitation as part of Content efforts.
- Lead collaboration and negotiation with external partners to identify and leverage existing content and develop new content.
- Contribute to the development of strategies and plans and ensure inputs align with the organisation's objectives.
- Develop and implement a content calendar outlining in advance what content will appear across which Tourism WA owned and earned media channels and proactively share this across Tourism WA and with stakeholders.

4.2 Public Relations and Ambassador Program Management

- Develop, lead and manage the Tourism WA Public Relations and Ambassador Programs.
- Continuously identify ambassador opportunities based on the Annual Global Marketing and Partnership Strategy, as well as in consultation with the Events team.
- Build and maintain strong, positive relationships with travel, event and lifestyle media to ensure WA receives positive, strong media exposure.
- Identify media opportunities based on consultation across Tourism WA teams, particularly the Events team.
- Produce content for use across Tourism WA.

4.3 Social Media Program Management

- Develop, lead and manage the Social Content Program across a variety of social channels.
- Conduct social media analytics on an ongoing basis and lead the optimisation of content as required.
- Lead and manage the implementation of the Social Media Community Management Guidelines.

3.4 Team WA Marketing Hub Management

- Develop, lead and manage the Team WA Marketing Hub including development of assets, uploading of assets, and making these processes more efficient.
- Develop policies and processes for the Team WA Marketing Hub for internal and external use and ensure staff and external partners are aware of these.

3.5 Production and Design Management

- Identify and manage Digital Designer and Producer Editor requirements based on consultation across Marketing and Markets and Partnerships Divisions.

3.6 Performance Reporting and Optimisation

- Set appropriate objectives, targets and Key Performance Indicators (KPIs) for the Content team.

- Contribute to the performance reports for appropriate markets and make recommendation for future content efforts.

4.7 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.

4.8 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 Tourism WA's and with key stakeholders including the Regional Tourism Organisations.
- Ensure all Content executions align with the Brand Strategy and Brand Playbook (style guide).

4.9 Team Leadership and Management

- Formulate the Team's objectives, resource plans and processes to deliver Tourism WA's and the organisation'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.

4.10 Other

- Represent Tourism WA on strategic committees and forums.
- Proactively identify, assess and manage risks related to Tourism WA's content.
- 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 the Department's values which are: working together collaboratively, leadership, integrity, transparency and excellence in delivery.
- 5.2 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 public relations and strong, positive existing relationships with travel, event and lifestyle media or similar.
- 6.2 Substantial experience performing social analytics, briefing for content optimisation and skills using Facebook Business Manager in-house.
- 6.3 Substantial experience leading the development and publishing of content across digital platforms including YouTube, Facebook, and Instagram.

7 Capabilities

7.1 Shapes and Manages Strategy

- Undertakes the strategic analysis of information and intelligence and provides advice which shapes and influences positive outcomes.

7.2 Achieves Results

- Leads and manages the development and implementation of content strategies, projects and operations to meet organisational objectives.

7.3 Builds Productive Relationships

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

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 technical issues and key 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

LOCATION	Perth CBD
INDUSTRIAL AGREEMENT	Public Sector CSA Agreement 2019
AWARD	Public Service Award 1992
SPECIAL CONDITIONS	Ability to work outside normal business hours on a frequent basis. Ability to travel on an ad hoc basis.
ALLOWANCES	Nil
ACCOMMODATION	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 working knowledge of Microsoft Office software: Word, Excel, PowerPoint and Outlook.)
EFFECTIVE DATE	12 October 2020

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