

1 Position Identification

POSITION TITLE	Senior Manager Digital Platforms
CLASSIFICATION	Level 7
POSITION NUMBER	TWA20045
DIVISION	Marketing
BRANCH	Digital Platforms
LOCATION	Perth
NO. OF DIRECT REPORTS	4
REPORTS TO:	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.

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, implementation and performance evaluation of Tourism WA's data and digital programs – including data platform management, owned digital platform management, and User Experience (UX) design.
- 3.2 Lead the negotiation of data sharing with WA industry, trade, aviation, and media partners.

- 3.3 Identifies and determines annual, quarterly and responsive digital platform needs and data opportunities in consultation with others across Tourism WA.

4 Job Responsibilities

4.1 Data and Digital Platform Management

4.1.1 Consumer-Facing Digital Platform Management

- Develop and lead the implementation of a technology roadmap with clear priorities to support the delivery of business and marketing objectives.
- Identify annual digital platform needs and data opportunities in consultation with other across Tourism WA.
- Proactively engage with the WA Partnerships and Industry team and the Insights and Planning team to ensure the data strategy is informed by multiple sources of information.
- Develop and direct the implementation of the Tourism WA digital platform plan to optimise the user experience and maximise returns for each owned or shared platform (including the consumer facing website, app, and social platforms)
- Contribute to the relevant plans and strategies and ensure these inputs align with the overall objectives of the organisation.
- Ensure all digital platforms adhere to the Tourism WA Brand Strategy and Brand Playbook (Style Guide).

4.1.2 Data Management

- Develop and direct the implementation of the Tourism WA data management plan.
- Proactively lead discussions across Tourism WA to identify annual data needs and opportunities and develop the required business cases to deliver this.
- Lead the negotiation of data sharing as part of contract negotiations with WA industry,
- Contribute the relevant plans and strategies and ensure these inputs align with the overall objectives of the organisation.

4.2 Performance Reporting and Optimisation

- Set appropriate objectives, targets and Key Performance Indicators (KPIs) for Data and Digital Platforms and use appropriate tools to analyse and report on performance.
- Contribute to the performance reports for relevant markets and make recommendations for future data and digital platform efforts.
- Develop and refine metrics to evaluate the contribution of data and digital platforms.
- Share research and data insights into the WA Partnerships and Industry team and the Insights and Planning team to ensure it can be leveraged for more effective marketing and partnerships activity.
- Lead the development of analytics reports and dashboards working with stakeholders and suppliers as required.
- Manage testing and provide results to the team, outlining key findings and opportunities for optimisation.

4.3 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.

4.4 Consultancy and Communication

- Be a champion for user-centred practices, UX best practices and design standards and help Tourism WA to become more customer-centric.
- Build and maintain strong, positive relationships with the digital platform, software and tech industries.
- Establish and maintain strategic alliances with senior management internally and key external stakeholders.

4.5 Team Leadership and Management

- Formulate the Team's objectives, targets, resource plans and processes to achieve Tourism WA's objectives, Marketing's priorities, and the Annual Global Marketing and Partnerships Strategy objectives.
- 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.

4.6 Other

- Represent Tourism WA on strategic committees and forums.
- Proactively identify, assess and manage risks related to Tourism WA's data and digital platform management.
- 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

- 6.1 Substantial experience in data management and digital platforms, including data sharing negotiation.
- 6.2 Substantial knowledge of, and experience in, technology roadmaps, procurement planning, and contract management.

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

- Undertakes project management and demonstrates success in leading projects and programs.

7.3 Builds Productive Relationships

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

- 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

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.
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 a working knowledge of Microsoft Office software: Word, Excel, PowerPoint and Outlook).
EFFECTIVE DATE	12 October 2020

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