

HUMAN RESOURCES
Job Description Form



1 Position Identification

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| POSITION TITLE | Brand and Marketing Manager |
| CLASSIFICATION | Level 6 |
| POSITION NUMBER | TWA20033 |
| DIVISION | Marketing |
| BRANCH | Brand and Marketing |
| NUMBER OF DIRECT REPORTS | Nil |
| REPORTS TO | Director Brand and Marketing, TWA20032, Level 8 |

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 Purpose of Position

- 3.1 Manage the development and championing of the Western Australian Tourism Brand Strategy and the Brand Playbook (style guide).
- 3.2 Manage the development, implementation and performance evaluation of marketing in paid media (including media data partnerships and retargeting campaigns).
- 3.3 Manage event marketing.

4 Job Responsibilities

- 4.1 Brand Strategy
 - Manage development and maintenance of Tourism WA's Brand Strategy, Brand Playbook and its components.
 - Manage brand governance and maintain the policies, processes, and guidelines required to maintain a strong brand and mitigate the risk of brand or reputational damage.
- 4.2 Marketing Program
 - Lead the development and implementation of campaign strategies, creative campaigns, connections architecture and media plans for the interstate, intrastate and international markets.
 - Negotiate effective media deals and modern integrated media plans which deliver strong return on investment for Tourism WA.
 - Lead the delivery of content in digital media such as paid search, media data partnerships, paid social campaigns, and retargeting campaigns.
 - Stakeholder consultation and management to translate Western Australian 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.
 - Support the contribution to relevant plans and strategies.
 - Ensure all Brand and Marketing executions align with the Brand Strategy and Brand Playbook.
- 4.3 Performance Reporting and Optimisation
 - Support the Director Brand and Marketing in establishing appropriate objectives, targets and KPIs for paid media campaigns and use appropriate tools to analyse and report on performance.
 - Recommend future paid media campaign efforts based on performance report learnings.
 - Lead digital asset testing and provide results to the team, outlining key findings and opportunities for content optimisation.
- 4.4 Procurement and Contract Management
 - Manage the implementation of long-term procurement plans for major contracts.
 - Manage major contracts with third-party suppliers, ensuring sound governance, service delivery, value for money and budget management.
- 4.5 Consultancy and Communication
 - Build and maintain strong, positive relationships across the organisation as well as with stakeholders, the Regional Tourism Organisations and tourism operators.
 - Establish and maintain strategic alliances with senior management internally and key external stakeholders.
- 4.6 Team Support
 - Support the Director Brand and Marketing to develop the Brand and Marketing

objectives, targets, resource plans and processes to achieve the organisation's priorities.

- Support the Director Brand and Marketing to develop and manage the operating budgets for the Brand and Marketing team.
- Coach, manage and guide other team members to facilitate skill development and acquisition of knowledge.
- Exercise appropriate delegations.

4.7 Other Duties

- Represent Tourism WA on committees and forums.
- Identify, assess and manage risks related to the organisation's paid marketing campaigns.
- Contribute to the development of Tourism WA Strategic Marketing Committee and Board papers as well as Ministerial and other reports.
- 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 Considerable experience in media and creative agency partnership and management.
- 6.2 Considerable experience managing the development, implementation and evaluation of integrated marketing strategies and campaigns.
- 6.3 Considerable experience developing and implementing a brand strategy.

7 Capabilities

7.1 Shapes and Manages Strategy

- Undertakes complex analytical project work and assessments to meet Tourism WA's needs and identify new opportunities for business development.

7.2 Achieves results

- Undertakes project management and demonstrates success in delivering on project objectives, across a number of concurrent projects. Leads projects and programs.

7.3 Builds Productive Relationships

- Builds and sustains collaborative relationships with a broad range of internal and external stakeholders and uses networks to facilitate broad support.
- Uses networks and contacts in industry, organisations and government agencies to obtain broad support for project development and delivery.

7.4 Exemplifies Personal Integrity and Self Awareness

- Takes responsibility for actions and decisions and delivers to a high standard.

7.5 Communicates and Influences Effectively

- Facilitates decision making through effective liaison with stakeholders.
- Prepares complex written reports and briefing papers and delivers presentations to a wide variety of audiences.

8 Appointment Details

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| LOCATION | Perth CBD |
| INDUSTRIAL AGREEMENT AWARD | Public Sector CSA General Agreement 2019 Public Service Award 1992 |
| SPECIAL CONDITIONS | Nil |
| 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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