

ROLE DESCRIPTION

ROLE DETAILS	
Role Title: Marketing and Event Coordinator	Agency: Defence SA
Classification: ASO4	Business Unit: Defence and Industry
Position No: M25761	Location: Level 4, 151 Pirie Street, Adelaide
Type of Appointment: Temporary up to 2 years	Date: June 2017

ROLE DESCRIPTION APPROVAL	ACKNOWLEDGEMENT
Chief Executive / /	Occupant / /

ROLE CONTEXT	
Role Summary:	Responsible for supporting the planning, delivery and evaluation of Defence SA's marketing and event activities
Reporting/ Working Relationships:	<ul style="list-style-type: none"> • Reports to the Manager, Marketing and Events • Works with all Defence SA business units to support marketing and event activities in line with business objectives • Works with the preferred marketing agency and exhibition suppliers, as well as other key suppliers • Maintains relationships with relevant people in the Minister's Office, Defence Teaming Centre, defence industry and other government agencies
Special Conditions:	<ul style="list-style-type: none"> • Some out of hours work will be required, particularly in preparation for major events • Interstate and international travel may be required for specific events • A current Class C (Car) Drivers' Licence is required • A flexible approach to taking annual leave is required • The Government of South Australia supports flexible ways of working- including full-time and part-time roles. We are diverse. We create opportunities for more South Australians.

QUALIFICATIONS	
Essential	Nil
Desirable	Post-secondary or tertiary qualification in marketing, event management or similar discipline

KEY RESPONSIBILITIES AND INDICATIVE OUTCOMES	
Support to marketing and event activities	<ul style="list-style-type: none"> • Support the planning, management and delivery of Defence SA's marketing and events activities, including local, interstate and overseas events and trade shows • Support the development and implementation of effective marketing strategies for all major campaigns and projects • Support the delivery of Defence SA events including tours and delegation visits

	<ul style="list-style-type: none"> • Recommend the procurement of goods and services as required in line with relevant policies and procedures • Coordinate venue bookings and arrangements for events • Support the preparation of proposals, briefing packs and ministerial minutes related to marketing and event activities • Coordinate the delivery of corporate sponsorships for Defence SA including assessment of opportunities, contracting and benefit delivery • Operate within allocated project budgets within agency guidelines • Assist with the design, development and delivery of a range of marketing materials including brochures, website, signage, reports • Support Defence SA's visual assets, including commissioning photography as required, sourcing relevant third party images and necessary approvals for use, and development of audio visual presentations • Assist with Defence SA's above-the-line advertising campaigns including planning, media schedule development and creative execution
Relationship management	<ul style="list-style-type: none"> • Maintain contact with external suppliers, internal departments, other government agencies and industry to ensure the successful delivery of marketing activities • Develop and maintain relationships with key defence industry participants
Project management	<ul style="list-style-type: none"> • Undertake minor marketing and event management projects, as required • Support broader agency projects on an as-needs basis as capacity allows.

CORPORATE RESPONSIBILITIES

- You ensure your own personal safety and that of your co-workers and other workers by maintaining awareness, complying with agency Work Health and Safety (WHS) procedures and instructions and obeying reasonable safety instructions issued by Defence SA.
- You uphold the ethical behaviour and professional standards as contained in the *Public Sector Act, 2009* and the *Code of Ethics for the South Australian Public Sector*
- You utilise resources and information in a responsible and accountable manner and comply with all Defence SA financial, human resources, procurement and other agency policies and procedures
- You participate in Defence SA's performance review process
- You maintain accurate and complete records of business activities in accordance with the *State Records Act, 1997*
- You implement and maintain security in line with whole-of-government and agency policies
- You respect and are inclusive of Aboriginal people and people from culturally and linguistically diverse backgrounds
- You demonstrate a commitment to supporting a culture of zero tolerance towards violence against women in the workplace and community

CAPABILITIES AND EXPECTED BEHAVIOURS

Professional and technical knowledge and experience	<ul style="list-style-type: none"> • Knowledge of event delivery principles and requirements to implement marketing and event activities in a timely and effective manner • Knowledge of marketing and communication principles • Knowledge of development and production of advertising, collateral, websites and other marketing materials • Experience in planning, managing and delivering events • Experience in planning, managing and delivery of high quality marketing and communications material • Experience in supporting marketing campaigns involving advertising, public relations, internet, events and sponsorship
Achievement Orientation	<ul style="list-style-type: none"> • Strives for excellence in all aspects of work • Actively works to meet deadlines

	<ul style="list-style-type: none"> • Achieves desired results with enthusiasm and a sense of urgency
Communication	<ul style="list-style-type: none"> • Experience in developing and maintaining effective working relationships and networks • Good verbal and written communication skills that enable effective and appropriate communication with a wide range of people • Demonstrates cultural sensitivity in communication
Work organisation	<ul style="list-style-type: none"> • Able to prioritise work schedules, manage time effectively, achieve deadlines and work under pressure • Demonstrates attention to detail • Demonstrates resilience when faced with uncertainty or ambiguity
Teamwork	<ul style="list-style-type: none"> • Develops and accomplishes shared goals by taking an active role in the team and contributing ideas, knowledge and expertise • Exercises tact, tolerance, and humour in team interactions to promote effective working relationships • Supports team members to achieve goals by sharing workloads
Strategic Focus	<ul style="list-style-type: none"> • Understands an organisation's strategic direction and objectives which informs and guides operational work plans • Ensures the contribution of individual actions to the 'big picture'