Government of South Australia DEFENCESA

ROLE DESCRIPTION

ROLE DETAILS	
Role Title: Manager Marketing and Events	Agency: Defence SA
Classification: ASO8	Business Unit: Corporate Affairs and Government Relations
Position No: M25761	Location: Level 4, 151 Pirie Street, Adelaide
Type of Appointment: Contract 24 months	Date: October 2026

ROLE DESCRIPTION APPROVAL	ACKNOWLEDGEMENT
Chief Operating Officer / /	Occupant / /

ROLE CONTEXT	
Role summary:	The Manager Marketing and Events is responsible for the development, coordination and delivery of projects, strategic advice and services required to successfully implement Defence SA's marketing and event activities. The role leads the planning, delivery and evaluation of marketing initiatives and major events activities, working closely with internal teams, suppliers and key stakeholders to maximise the impact of major trade show participation, strategic sponsorships and targeted events that strengthen stakeholder engagement and enhance organisational profile and reputation. Drawing on extensive expertise in brand development, the Manager Marketing and Events provides strategic oversight of marketing, advertising campaigns and event programs across Defence SA and its portfolios, including the South Australian Space Industry Centre, Veterans SA and the Defence Innovation Partnership. This includes promoting South Australia's defence, space and veterans sectors to local, national and international audiences. The role is also responsible for the delivery of the South Australian Defence Industry Workforce and Skills Taskforce Strategic Communications and Outreach Plan.
Reporting/working relationships:	• Reporting to the Director, Corporate Affairs and Government Relations, the Manager Marketing and Events works within the Corporate Affairs and Government Relations team. • Line manager of Marketing and Events Coordinator, Marketing Officer and Events Officer. • Collaborates with and provides advice to communications team members on a range of marketing, events and communications activities. • Works closely with preferred marketing agencies, the Government Advertising and Insights Hub and other key suppliers to deliver marketing and branding activities effectively and efficiently.

	• Works closely with the Manager, Government Relations to produce marketing and event related material for ministerial briefings. • Engages portfolio Directors to support strategy development and implementation of marketing and event activities that support strategic objectives. • Manages external stakeholder and cross agency relationships regarding marketing and event activities and implements effective strategies to increase collaboration where appropriate. • Works across all levels of stakeholders including Ministers, overseas counterparts, local, state and Commonwealth Government agencies and organisations within the private sector.
Special conditions	• Some out-of-hours work will be required. • A flexible approach to taking annual leave is required. • Interstate and international travel will be required for specific events. • Will be required to participate in the agency's performance review processes.

QUALIFICATIONS / DESIRABLE EXPERIENCE	
Essential	Nil – Extensive experience in marketing and event activities and leadership experience is required.
Desirable	• Post-secondary or tertiary qualification in marketing and events or a related discipline. • Understanding of the defence and space sector. • Knowledge of South Australian industry and business environment. • Understanding of South Australian Government marketing and communication protocols and practices.

KEY RESPONSIBILITIES AND INDICATIVE OUTCOMES	
Lead events, branding, marketing and sponsorship activities	• Oversight and responsibility for events, branding, marketing and sponsorship activities across Defence SA. • Plan, implement and evaluate complex marketing and events projects, in accordance with policy, processes and budgets, ensuring project stakeholders, staff and management are effectively engaged. • Oversight of corporate brand governance, positioning and consistent brand application across organisational activities. • Manage a program of strategic sponsorships and partnerships, ensuring alignment with organisational priorities and the achievement of agreed objectives and benefits. • Lead the planning, delivery and evaluation of advertising campaigns, including agency briefs, media plans and the production of creative materials in coordination with marketing agencies and the Government Advertising and Insights Hub. • Oversee the production and delivery of promotional videos and graphic design content for a range of audiences and channels. • Lead and monitor the drafting of project-related correspondence, reports and briefings, including ministerial and parliamentary briefings, to ensure a high standard of quality and compliance with government and agency standards. • Lead the development, implementation, and evaluation of effective marketing strategies, utilising Defence SA's local, national and international channels to promote South Australia's capabilities across all portfolios. • Lead qualitative and quantitative research and analysis, providing advice to key stakeholders as required ensuring marketing and events activities are being developed and enhanced using evidence-based data and measured for effectiveness on an ongoing basis. • Manage workflow of all marketing and event tasks for the agency, prioritising and assigning work, ensuring the efficient delivery of all tasks. • Coordinate and support inbound and outbound domestic and international VIP visits and delegations, including event coordination and logistics, to ensure positive stakeholder experiences. • Representation of Defence SA on relevant high-level committees and working groups at the state and national level. • Apply project management expertise to ensure agency projects are effectively planned, delivered and evaluated. • Manage the effective procurement of goods and services as required in line with relevant policies and procedures. • Manage Defence SA's visual assets and commissioning of photography as required, overseeing the sourcing of relevant third-party images and necessary approvals for use, and development of audio-visual presentations. • Lead and manage the Marketing and Events Coordinator, Marketing Officer and Events Officer ensuring the successfully delivery of project KPIs and agency goals. • Deliver and coordinate broader agency projects on an as needs basis.

Contribute to the achievement of the agency and team goals	• Participate in the Personal Performance Development (PDP) process. • Manage PDP process for direct reports including formulating plans for individual and team development. • Take a shared responsibility for the achievement of team outcomes and participate in creating a high-performing culture and team activities related to business planning and continuous improvement. • Facilitate the achievement of agency business plan objectives.

CAPABILITIES AND EXPECTED BEHAVIOURS	
Professional and technical knowledge and experience	• Proven experience working in a senior marketing or events role. • Extensive knowledge and experience in advertising, marketing and brand management principles and practices, including the strategic development, implementation and governance of corporate brand identity. • Strong track record of developing, delivering and evaluating major events and marketing initiatives. • Detailed knowledge of government policy and procedures and their application in relation to agency operations. • Demonstrated experience leading the strategic planning, administration and management of sponsorship programs and partnerships. • Proficient in using digital tools and platforms (such as CMS, ticketing, and project and task management tools) to support marketing and event delivery. • Experience in VIP management. • Strong leadership experience in managing a team and exercising delegated authority. • Ability to think critically and creatively while exercising significant levels of independent judgement. • Extensive experience in developing and maintaining effective working relationships with internal and external stakeholders at all levels, providing technical advice across agency portfolios. • Highly developed project management and organisational skills, particularly related to marketing and event management.
Achievement orientation	• Strives for excellence in all aspects of work. • Actively works to meet deadlines and exercises judgement, initiative and significant delegated authority to resolve complex and/or sensitive issues. • Achieves desired results with enthusiasm and a sense of urgency.
Communication	• Communicates effectively with a wide range of people and expresses ideas clearly and coherently, both verbally and in writing. • Adaptive communication style to match the audience and the situation whilst maintaining brand integrity. • Well-developed interpersonal, communication and negotiation skills with exceptional ability to develop and maintain strong relationships. • Ability to exercise independent judgement and apply sound problem solving and decision-making skills. • Demonstrated ability to communicate with cultural sensitivity front of mind.

Work organisation	• Demonstrated ability to set priorities and allocate time and resources accordingly. • Committed to meeting own and team deadlines. • Excellent attention to detail. • Demonstrated ability to develop and implement innovative solutions to complex issues. • Resilient and adaptable in the face of change, ambiguity and competing priorities. • Proven ability to lead, motivate and develop teams and exercise delegated authority to achieve organisational outcomes.
Teamwork	• Strong team player who contributes positively to team goals and culture, and takes an active role in contributing ideas, knowledge and expertise. • Exercise tact, tolerance, and humour in team interactions to build positive and productive working relationships. • Supports team members to achieve goals and provides leadership, mentorship and guidance on all marketing and event activities. • Demonstrated ability to work as part of a team to achieve broader agency objectives and meet deadlines.
Strategic focus	• Ability to understand the organisation's strategic direction and objectives to inform and guide operational work plans. • Proven ability to create and implement marketing and events initiatives that support and contribute to strategic goals.

CORPORATE RESPONSIBILITIES

- 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.
- 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.
- 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.
- Participate in Defence SA's performance review process.
- Maintain accurate and complete records of business activities in accordance with the State Records Act, 1997.
- Implement and maintain security in line with whole-of-government and agency policies.
- Respect and are inclusive of Aboriginal people and people from culturally and linguistically diverse backgrounds.
- Demonstrate a commitment to supporting a culture of zero tolerance towards violence against women in the workplace and community.