

ROLE DESCRIPTION

Manager, Marketing Services

Division: Marketing

Location: Sydney, Australia

Grade Equivalent: 9/10

Kind of Employment: Fixed Term to January 2021

ANZSCO Code: 225113 PCAT Code 3111492

Date of Approval: December 2019

Agency Website: <http://www.destinationnsw.com.au>



1. ORGANISATION

Destination NSW is a Public Service Executive agency with responsibility for devising and implementing strategies to grow the visitor economy. Our particular focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and Regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim to secure more international conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and Regional NSW.

Destination NSW is headquartered in Sydney, with offices and representatives in Singapore, Hong Kong, Shanghai, Beijing, Chengdu, Guangzhou, London, Germany, Los Angeles, Auckland, Tokyo, Mumbai and Seoul. See <http://www.destinationnsw.com.au> for further details.

VISION

To make Sydney and NSW one of the world's most successful tourism and events destinations.

MISSION

To double visitor expenditure by 2020 and maximise the benefits of the visitor economy for NSW.

CORPORATE GOALS

- Position Sydney and New South Wales as Australia's premier tourism and major events destinations
- Attract and secure high value Major Events
- Maximise yield and dispersal from the Visitor Economy
- Build a sustainable Events Calendar for NSW
- Create and sustain a high performance organisation

STRATEGIC OBJECTIVES

1. Achieve visitor economy 2020 targets and deliver the VET Action Plan recommendations.
2. Create programs and activities that position Sydney and New South Wales as Australia's premier tourism and major events destinations.
3. Develop the strongest and most compelling events calendar in Australia.
4. Ensure strong industry, stakeholder and customer engagement.
5. Deliver value in our partnership/co-op programs.
6. Attract and retain the best staff and build staff capacity and capabilities.

2. PURPOSE OF ROLE

- Manage the reporting, financial and audit requirements of the Marketing division.
- Assist in drafting CEO Board Reports, Briefing Notes, marketing presentations and key stakeholder information requests.
- Provide administrative and organisational support to the GM, Marketing and senior staff as directed.
- Manages DNSW compliance with the Government Advertising Act 2011 including Cabinet Standing Committee on Communication and Government Advertising approvals.
- Manage the Marketing Services Supplier Panels to ensure compliance with procurement and tracking of allocated projects.
- Provide additional support to implement special projects and dedicated campaigns.

3. KEY ACCOUNTABILITIES

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPI's
Operational and Financial Management (including Reporting)	50%	<ul style="list-style-type: none"> ▪ Manage the reporting, financial and audit requirements of the Marketing division. ▪ Assist in drafting CEO Board Reports, Briefing Notes, marketing presentations and key stakeholder information requests. ▪ Manage the Division/Branch/Business Unit budgets and forecasts. ▪ Manage the post-campaign reporting process of the Marketing Division including collating, tracking and approvals. ▪ Manage the Marketing Services Supplier Panels to ensure compliance with procurement and tracking of allocated projects and that all external suppliers have contracts with clear KPI's and objectives. ▪ Monitor and evaluate business processes, systems and procedures to identify best practice. ▪ Develop and implement new business processes and systems for increased efficiency and improved service delivery. ▪ Establish and maintain relevant controls and feedback systems to monitor the operation of the business unit and ensuring all reporting requirements are accurate and delivered on-time. 	<ul style="list-style-type: none"> ▪ Reports are accurate and delivered to deadline. ▪ Budget expenditure is approved prior to commitment of activities (or any variance). ▪ All audit or compliance guidelines are adhered to and any issues promptly resolved. ▪ Constant financial monitoring and feedback as required.
Government Advertising	20%	<ul style="list-style-type: none"> ▪ Develop submissions and seek approval of expenditure in relation to advertising campaigns via the DPC / Strategic Communications and Government Advertising unit (within the Department of Commerce). ▪ Manage the Peer Review process. ▪ Liaison point with DPC, Executive and Ministerial Comms for all matters relating to Government Advertising Act 2011. ▪ Actively utilise research and in-depth analysis and results to support Destination NSW's continued need for advertising programs and return on investment. 	<ul style="list-style-type: none"> ▪ All submissions are factual and submitted on time for approval. ▪ Relevant information is communicated through delivery of appropriate documentation. ▪ Maximum utilisation of information and research to

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPI's
			<p>improve quality of submission documents.</p> <ul style="list-style-type: none"> ▪ Reporting of campaign performance to demonstrate success of programs. ▪ Full compliance with Government Advertising Act 2011.
Team Work and Collaboration	15%	<ul style="list-style-type: none"> ▪ Provide operational direction and leadership to establish and maintain a culture of teamwork, achievement, accountability and outcome focus. ▪ Ensure project management adheres to tight timeframes including government approval processes, costs are carefully controlled and progress is documented. ▪ Foster a collaborative team spirit focused on service delivery to both internal and external clients. ▪ Proactively keep up to date with issues that may impact the Visitor Economy and actively participate as team member across Destination NSW, contributing to and undertaking special projects and activities, as required. ▪ Represent Destination NSW at industry, government and public forums and on working parties and committees. ▪ Promote teamwork and achievement of common purpose by encouraging all Destination Team members to share information and ideas. ▪ Undertake other duties as directed by Executive Manager, Director, General Manager or CEO. 	<ul style="list-style-type: none"> ▪ Proactively contribute to Destination NSW's results. ▪ Contributes effectively to Destination NSW's operations. ▪ Information and advice provided to other DNSW Business Units in a timely manner.
Stakeholder communication	15%	<ul style="list-style-type: none"> ▪ Liaise with Business Units across Destination NSW, Government agencies, key partners and industry stakeholders. Support negotiating and organising marketing campaigns and discussing contracts and procurement matters. 	<ul style="list-style-type: none"> ▪ Ensure high quality representation of Destination NSW to both internal and external stakeholders – reflecting the integrity of a high performance organisation. ▪ Information provided as requested Stakeholder business interests are protected and issues resolved as they are raised.

4. KEY CHALLENGES

- Compliance with procurement and tracking of allocated projects and that all external suppliers have contracts with clear KPI's and objectives.
- Monitor and evaluate business processes, systems and procedures to identify best practice and improved service delivery.

5. KEY RELATIONSHIPS

• REPORTS TO

- GM. Marketing

• DIRECT REPORT/S

- Nil

• INTERNAL

- Leads the development on all reporting for the Division in consultation with the General Manager, Marketing; Director, Digital Strategy and Executive Manager, Marketing Campaigns and Advertising.
- Communicates with all teams on the requirements for film and photography and has oversees the planning and production processes across Destination NSW.
- Communicates and consults with staff as part of the development of DNSW's Cabinet Standing Committee on Communication and Government Advertising approvals.

• EXTERNAL

- The position manages the relationships with Strategic Communications and Government Advertising to ensure compliance with the Government Advertising Act 2011.
- Negotiates Service Level Agreements with marketing services supplier panel agencies, under the delegation of the General Manager, Marketing. Once negotiated, the position monitors and evaluates their performance in terms of quality and deliverables.
- Works with key stakeholders as directed.

6. ROLE DIMENSIONS

DIRECT REPORTS: 0

BUDGET:

7. DECISION MAKING AUTHORITY

DELEGATIONS

NIL

INDIVIDUAL DECISION MAKING

- Works autonomously on a range of projects and initiatives and undertakes research and analyses information independently.

- Identifies key issues and resolves potential conflicts at an early stage and sets own priorities for work projects consistent with prescribed deadlines set by the General Manager, Marketing.

IN CONSULTATION DECISION MAKING

- Makes judgements and recommendations as to how programs/projects may be best managed within Destination NSW, often with the involvement of other agencies.

8. ESSENTIAL REQUIREMENTS

QUALIFICATIONS

- Tertiary qualifications in advertising and/or marketing, or equivalent knowledge, skills and experience.

EXPERIENCE

- Superior consumer campaign management skills and experience, including project and financial management skills and ability to lead, motivate and develop a team, manage conflicting priorities and meet tight deadlines within a public sector environment.
- Extensive skills and experience in the advertising production process, particularly with regard to the commissioning and management of film and photography shoots.
- Extensive experience in managing multiple creative suppliers and strong understanding of the management of contracts.





SKILLS AND COMPETENCIES

- Results driven with the proven ability to work strategically within a dynamic and results driven environment.
- Highly developed partnership skills and industry knowledge to ensure the interests of all sectors of the tourism industry are met through campaigns, promotions and media solutions.
- Superior interpersonal skills, written communication skills negotiation and presentation skills and ability to develop and manage relationships with internal and external stakeholders.
- Demonstrate a clear commitment to use data-based analysis and objective outcome measures.
- Highly developed negotiation and analytical skills, including the capacity to initiate creative and innovative thinking to help both the Company and stakeholders reach their objectives.
- Politically alert with a well-developed understanding of the Government's role in tourism and events and the role of other Government agencies to meet set objectives.
- Strong communication and negotiation skills to engage and build strong relationships with stakeholders, supported by a track record of being able to form relationships at senior levels. Detailed knowledge and exposure to the tourism and events landscape with an understanding of the events market complexities and competitiveness.
- Has a team oriented, collaborative and relationship focused approach, with the ability to support the senior management team at a strategic level to deliver results and recognition of Sydney as a leading destination.
- Highly professional manner and capable of gaining the respect of colleagues and stakeholders.
- Demonstrated ability to deliver agreed outcomes within the deadlines as well as the commitment and ability to self-motivate and work independently.
- Computer literate in word, excel, PowerPoint and other relevant software programs

9. CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework.

Below is the summary list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Adept

Focus Capabilities - The focus capabilities for the role are those in which new occupant/s of the role must demonstrate immediate competence.

NSW PUBLIC SECTOR CAPABILITY FRAMEWORK		
CAPABILITY GROUP AND NAME	LEVEL	BEHAVIOURAL INDICATORS
Personal Attributes: Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> • Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond in a reasonable way • Work through challenges • Stay calm and focused in the face of challenging situations
Personal Attributes: Act with Integrity	Adept	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships: Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Results: Deliver Results	Advanced	<ul style="list-style-type: none"> • Drive a culture of achievement and acknowledge input of others • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control output of business unit to ensure government outcomes are achieved within budget • Progress organisational priorities and ensure effective acquisition and use of resources • Seek and apply the expertise of key individuals to achieve organisational outcomes
Results: Think and Solve Problems	Advanced	<ul style="list-style-type: none"> • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis

NSW PUBLIC SECTOR CAPABILITY FRAMEWORK		
CAPABILITY GROUP AND NAME	LEVEL	BEHAVIOURAL INDICATORS
Results: Demonstrate Accountability	Adept	<ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions Ensure that actions of self and others are focused on achieving organisational outcomes Exercise delegations responsibly Understand and apply high standards of financial probity with public monies and other resources Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others Conduct and report on quality control audits Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks
Business Enablers: Project Management	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects

Version Control

Version	Date	Notes
0.1	18/4/2012	
0.2	07/05/2013	Anthony Laver
1.0	20/5/2013	CEO approved
1.1	13/05/2016	MM- HR updated Capability Framework and updated RD template
1.2	07/09/16	JN – Update Capabilities