

ROLE DESCRIPTION

ROLE TITLE: Associate Director, Advertising Partners

AGENCY: [Department of the Premier and Cabinet](#)

CLASSIFICATION: SM2

DIVISION: Chief Operating Officer

ROLE NUMBER: TBC

BUSINESS UNIT: Government Advertising and Insights Hub

REPORTS TO: *Executive Director Government Advertising and Insights Hub*

ROLES REPORTING TO THIS ROLE: *Advertising Operations Manager, Media and Creative Contracts Officer and Senior Media Partnerships Officers*

BUDGET: *Role has budget accountabilities*

ROLE PURPOSE:

The Government Advertising and Insights Hub (The Hub) delivers a centralised brand advertising service for the Government of South Australia to better inform citizens about important issues that affect their lives. The Associate Director, Advertising Partners reports to the Executive Director Government Advertising and Insights Hub, leading a team that is responsible for the Government Master Media Scheme, media agency partners and partnership, creative agency partners and advertising campaign operations.

KEY OUTCOMES OF ROLE:

1. Contribute as a senior leader to the overall strategic direction of the Hub and annual advertising plan.
2. Manage the Master Media Scheme, fostering strong media agency relationships to drive strategic negotiations, performance and innovation while ensuring cost-effective and high impact advertising.
3. Work with the Director, Advertising Strategy and teams on the establishment and management of strategic media partnerships, overseeing delivery and reporting.
4. Lead the development of a forward-looking creative services agency framework that aligns with the Hub's strategic priorities fostering industry engagement, innovation and campaign performance
5. Establish and maintain strategic relationships with senior leaders and stakeholders as well as suppliers including media panel and advertising agencies, ensuring clear alignment of objectives, quality control, and cost-effective delivery of services that meet government standards and priorities.
6. Drive collaboration with industry partners to support workforce development and capability.
7. Oversee the operational management of advertising campaigns including workflow and, processes as led by the Advertising Operations Manager
8. Lead, develop, and support staff to build and lead a high-performing team, fostering a culture of excellence, creativity, and collaboration to enhance the department's strategic capabilities.

KEY RELATIONSHIPS / INTERACTIONS:

- Reports to Executive Director Government Advertising and Insights Hub
- Director Advertising Strategy
- Member of Leadership Team
- Collaborative working relationships with external media and creative agencies
- Collaborates with other Hub team members
- Effective relationships with Government Agencies



SPECIAL CONDITIONS:

- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires (please select those relevant for the role):
 - Nationally Coordinated Criminal History Checks (NCCHC) (required for all roles)
 - Working with Children Check
 - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

KEY SELECTION CRITERIA:

- Demonstrated experience and ability in the design and delivery of high-level advertising strategies and campaigns that deliver measurable outcomes aligned with organisational objectives and government priorities
- Well-developed understanding of emerging marketing and advertising trends with application to advertising campaign delivery and effectiveness and the proven ability to translate them into actionable outcomes.
- Proven experience in advertising and campaign management, in a managerial role, preferably within a media and/or creative agency context.
- Experience in the design of advertising partner frameworks that align with strategic priorities, fostering industry engagement, performance and innovation.
- Media Agency, Creative Services Agency and/ or contract management experience at a senior level including a sound knowledge of the advertising or media buying industries and the role and function of the Master Media Scheme
- Experience in the establishment and management of strategic media partnerships to achieve strategic objectives.
- Exceptional ability to provide high-level insights and recommendations to senior executives, influencing organisational strategy and advertising effectiveness, and diverse external stakeholders.
- Proven leadership in developing and mentoring high-performing teams, fostering professional excellence.
- Strong skills in engaging with diverse stakeholders, including industry partners, to ensure outcomes are relevant and actionable.
- Possess a discipline relevant tertiary qualification. Post graduate qualifications are desirable.

PURPOSE

- Making a difference so South Australia thrives

VISION

- The Heart of government

DPC VALUES

- Curious
- Courageous
- Connected

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|-------------------|--------------------------------|
| ▪ Trust | ▪ Collaboration and Engagement |
| ▪ Service | ▪ Honesty and Integrity |
| ▪ Professionalism | ▪ Courage and Tenacity |
| ▪ Respect | ▪ Sustainability |

CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

Develops Strategic Thinking

- ☒ Demonstrates big picture thinking to develop and maintain strategic direction
- ☒ Inspires and influences others towards achieving organisational goals and business objectives
- ☒ Develops and oversees the implementation of change initiatives in a sometimes uncertain environment
- ☒ Anticipates and identifies problem areas. Rapidly defines, objectively analyses and solves highly complex ambiguous problems
- ☒ Understands the organisations objectives and links between the business unit, the organisation, the whole of government policy agenda and public service values

Achieves Results

- ☒ Builds a high performing team that makes effective use of individual/team capabilities & drives effective outcomes
- ☒ Looks outside of organisational silos to identify resources and uses evidence, knowledge and experience to deliver the best results
- ☒ Adheres to, interprets and explains Public Sector legislation, regulations and policies and manages compliance across all areas of the Business Unit
- ☒ Manages own & others project performance & takes action to improve the delivery of quality outcomes
- ☒ Values specialist expertise and creates an environment conducive to the sharing and effective utilisation of professional knowledge and skills

Drives Business Excellence

- ☒ Continually searches for and champions new and innovative ways to add value linked to organisational outcomes. Embraces change
- ☒ References and utilises market trends, developments and economic/legislative changes to meet current and future organisational needs
- ☒ Inspires ongoing learning. Sets clear performance standards and gives timely recognition for good performance. Manages under performance promptly
- ☒ Proactively drives outstanding customer service through understanding needs
- ☒ Manages expenditure & oversees procurement, ensures security of systems, deploys resources appropriately

Generates Genuine Partnerships

- ☒ Establishes credibility and negotiates persuasively. Offers a convincing rationale which has been carefully positioned against organisational outcomes
- ☒ Uses appropriate strategies to prevent, manage and resolve conflicts and disagreements promptly
- ☒ Facilitates a collaborative approach and promotes a positive environment to share information, encourage ideas and stimulate open discussion
- ☒ Demonstrates and models the values in creating partnerships across the business, and developing effective networking opportunities
- ☒ Confidently presents complex information in a clear & articulate manner tailored to meet the needs of the audience

Role Models Personal Drive and Professionalism

- ☒ Maintains the highest level of integrity to embed ethical practice and organisation's values into the culture
- ☒ Raises and challenges important issues constructively and stands by own position when challenged. Accepts accountability for mistakes and ensures corrective action is taken
- ☒ Persists and focuses on achieving objectives through pressure, responding positively & in a controlled manner
- ☒ Demonstrates a high level of self awareness and can identify areas in which own capabilities complement others. Strives for continual learning
- ☒ Promotes & develops an inclusive workplace culture that values & respects diversity and individual differences
- ☒ Advocates and drives standards for the safety and wellbeing of self and others