



ROLE DESCRIPTION

ROLE TITLE:	Marketing Manager	AGENCY: South Australian Motor Sport Board
CLASSIFICATION:	ASO6	BUSINESS UNIT: Marketing
ROLE NUMBER:	P67183	

REPORTS TO: Head of Marketing

ROLES REPORTING TO THIS ROLE: NA

BUDGET: NA

ROLE PURPOSE:

The Marketing Manager is responsible for the planning, coordination and delivery of marketing, communications and visitation activities for motorsport events delivered by the South Australian Motor Sport Board (SAMSB), which include Adelaide Grand Final and World Solar Challenge, and, from 2027, MotoGP Grand Prix of Australia.

Reporting to the Head of Marketing, the role will take the lead on implementing integrated, multi-channel campaigns across paid, owned and earned media for allocated events, ensuring alignment with whole-of-government advertising requirements, commercial partner obligations and event objectives.

The role operates with a high degree of autonomy in campaign delivery, while working within established strategic direction, and plays a key role in driving attendance, visitation and event profile outcomes.

KEY OUTCOMES OF ROLE:

1. Plan and deliver integrated marketing and advertising campaigns, translating strategic direction into effective, multi-channel activity and ensuring consistent and integrated communication across all channels.
2. Lead engagement with the Government Advertising and Insights Hub, supporting campaign approvals, briefing processes and implementation in line with required frameworks.
3. Develop event branding and creative assets, ensuring consistency, quality and alignment in their application with campaign objectives and brand guidelines.
4. Manage day-to-day engagement with PR agencies and media stakeholders to support delivery of PR strategies, media releases and event coverage.
5. Work closely with event partners, sponsors, agencies and brand teams, ensuring marketing activity supports partner deliverables and aligns with brand requirements.
6. Implement visitation strategies, working with tourism bodies and travel partners to drive attendance outcomes.
7. Oversee the production and delivery of campaign content, including photography, videography and digital assets, ensuring timely delivery and quality outputs.
8. Collect, monitor and evaluate campaign performance and customer insights, providing actionable analysis and recommendations to drive optimisation and continuous improvement across campaign activity.
9. Support procurement processes as required for marketing activities from time to time.

SPECIAL CONDITIONS:

- Applicants will be required to work extended hours leading into and during major events
- 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: *[List the essential qualifications (in accordance with the [Commissioner's Determination 5, Attachment 1](#))*

- Tertiary qualification in Marketing, Communications or a related discipline.
- Demonstrated experience in delivering and optimising marketing campaigns within events, tourism or a comparable fast-paced environment.
- Demonstrated ability to operate with a high degree of autonomy while contributing to broader strategic objectives.
- Experience working with advertising and creative agencies, including developing briefs, managing delivery and ensuring quality campaign outputs.
- Demonstrated ability to work effectively within a complex stakeholder environment, including government and commercial partners
- Strong written and verbal communication skills, with the ability to build effective working relationships.
- Well-developed organisational and time management skills, with the ability to manage competing priorities and deliver outcomes within tight timeframes.
- Experience in monitoring and evaluating campaign performance and using data to inform optimisation and continuous improvement.
- Knowledge of, or ability to quickly acquire knowledge of, government advertising processes and procurement requirements.
- Experience and enthusiasm for motor sport environments and/or major events is highly desirable.

PURPOSE

- Making a difference so South Australia thrives

VISION

- The Heart of government

DPC VALUES

- Curious
- Courageous
- Connected

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Trust ▪ Service ▪ Professionalism ▪ Respect | <ul style="list-style-type: none"> ▪ Collaboration and Engagement ▪ Honesty and Integrity ▪ Courage and Tenacity ▪ Sustainability |
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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

Supports and Implements the Strategic Direction

- Understands the big-picture and contributes to the development of strategic direction
- Understands and supports organisational goals and business objectives
- Understands, supports and promotes organisational goals and business objectives
- Steers and implements change
- Identifies, defines and solves complex problems relating to the teams work objectives
- Identifies broader factors, trends & influences across the Public Service that may impact on the teams work objectives

Achieves Results

- Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes
- Evaluates alternatives objectively and uses evidence, knowledge and experience to deliver the best result
- Ensures compliance with Public Sector legislation, regulations and policies
- Monitors project performance and takes action to improve the delivery of quality outcomes as required
- Values specialist expertise and capitalises on the knowledge and skills of self and others

Enhances Business Excellence

- Actively supports and seeks new innovative initiatives and is responsive to change methodology to implement these
- Keeps abreast of market trends, developments and economic/ legislative changes to meet current and future organisational needs
- Identifies learning opportunities. Gives timely praise and recognition. Deals with under performance promptly, and works towards agreed performance standards
- Embeds a strong customer service ethos by understanding needs
- Monitors expenditure, manages procurement and contract procedures and identifies the appropriate use of resources

Cultivates Productive Working Relationships

- Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns
- Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict
- Works collaboratively and shares information with own team and seeks input from others
- Builds and sustains positive relationships with team members, stakeholders and clients
- Confidently communicates messages in a clear and concise manner using appropriate language

Exhibits Personal Drive and Professionalism

- Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour
- Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them
- Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner
- Self evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others. Committed to self development
- Contributes to a culture that values and respects diversity and models this in all interactions
- Ensures standards for the safety and wellbeing of self and others are maintained