

## ROLE DESCRIPTION

|                        |                              |                       |                                                       |
|------------------------|------------------------------|-----------------------|-------------------------------------------------------|
| <b>ROLE TITLE:</b>     | <b>Marketing Coordinator</b> | <b>AGENCY:</b>        | <a href="#">Department of the Premier and Cabinet</a> |
| <b>CLASSIFICATION:</b> | <b>ASO3</b>                  | <b>DIVISION:</b>      | <b>South Australian Museum</b>                        |
| <b>ROLE NUMBER:</b>    | <b>P70423</b>                | <b>BUSINESS UNIT:</b> | <b>Public Engagement</b>                              |

**REPORTS TO:** Manager Marketing & Communications

**ROLES REPORTING TO THIS ROLE:** None

**BUDGET:** Nil

**ROLE PURPOSE:** The South Australian Museum (SAM) is a leading research institution, one of the most visited museums in Australia, and holds collections of national and international significance. The purpose of the Museum is to inspire in all people a wonder and curiosity about life on Earth.

With a focus on social media and website coordination, the Marketing Coordinator is responsible for supporting targeted communications activities that enhance the Museum's profile and reputation, and meet audience, revenue, and communications objectives.

### KEY OUTCOMES OF ROLE:

1. Support marketing and communications projects and campaigns that promote the Museum, its research and collections, public programs, membership, and commercial offerings to ensure brand, visitation and revenue targets are met in line with the strategic plan.
2. Coordinate the Museum's social media channels, planning and scheduling content that is in line with brand voice, brand guidelines and maximises engagement.
3. Provide community management across all social media accounts including liking and commenting on tagged posts and responding to direct messages.
4. Monitor social media channels and contribute recommendations to improve engagement and brand awareness.
5. Contribute to the development of social media strategy.
6. Produce and coordinate content for the Museum's digital communication channels, website and eDMs.
7. Respond to and coordinate daily marketing enquiries.
8. Measure and monitor all activity against KPIs and report executed on time and to budget.
9. Provide back up support to the Communications Lead and Manager Marketing and Communications as required.

### KEY RELATIONSHIPS / INTERACTIONS:

- Director, South Australian Museum
- Manager, Marketing and Communications, and Communications Lead
- Visitor & Commercial Services team including venue hire, shop and café/catering operations
- Engagement team, including exhibitions, design, programming, education and visitor experience
- Access & Learning team
- Science, research and collections staff
- Provides a contact point for the South Australian, Australian and global media
- Communications staff in the Department of Premier and Cabinet
- Liaises community groups, industry associations and businesses, where applicable.

## 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):
  - ☒ National Police Check (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:

- Tertiary qualifications in Journalism, Public Relations, Communications or equivalent (desirable).
- Experience with social media scheduling, monitoring and reporting platforms including 2+ years' experience in a social media, communications coordinator or similar position.
- Ability to think creatively with a flair for planning and creating content.
- Sound knowledge of contemporary trends and emerging technologies in social media.
- Highly organised and with good time management skills.
- Excellent written and verbal communication skills including strong attention to detail and capacity to liaise with a diverse range of people in a professional, confident and engaging manner to deliver communications services.
- Ability to work under general direction and exercise initiative, judgement and motivation to learn new skills as required by the position.
- A demonstrated passion for culture and science.

## SOUTH AUSTRALIAN PUBLIC SECTOR PURPOSE

- Making a difference so South Australia thrives

## 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

## Holds Big Picture View at Local and Individual Level

- ☐ Sees the big picture and understands how their work contributes to the strategic direction
- ☒ Understands and supports organisational goals and business objectives
- ☒ Responds in a positive and flexible manner to change and uncertainty
- ☐ Identifies, defines and solves problems that may impact on own work objectives
- ☐ Demonstrates an understanding of both internal and external factors and influences that may affect own work outcomes

## Achieves Results

- ☒ Understands individual and team capabilities and makes effective use of own capabilities
- ☐ Takes into account the associated advantages and disadvantages of a range of options to deliver the best results
- ☐ Understands how work practices are governed by Public Sector legislation, regulations and policies
- ☒ Sees work tasks through to completion with agreed timeframes to achieve quality outcomes
- ☐ Applies specialist expertise of self and others to achieve business outcomes

## Promotes Business Excellence

- ☐ Provides support to implement new innovative initiatives and promotes change
- ☐ Gathers and investigates information from diverse sources to keep abreast of new developments and changes in the Public Sector environment
- ☒ Seeks out and participates in learning opportunities. Understands and acts on constructive feedback and works towards agreed performance standards
- ☒ Promotes a strong customer service culture by understanding needs
- ☐ Assists and supports financial monitoring, procurement and contract procedures

## Builds Positive 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

## Displays 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 & 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