



**Government  
of South Australia**

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South Australian  
Tourism Commission

**GENERAL MANAGER, COMMERCIAL SALES**

**JOB & PERSON SPECIFICATION**

**MARCH 2019**

# Position Description

General Manager, Commercial Sales (Events South Australia)

## Purpose of the position

Events South Australia is responsible for the creation, development and procurement of nationally and internationally recognised events, to promote South Australia as a tourism destination. Events South Australia, through the South Australian Tourism Commission, owns and manages six events including: Santos Tour Down Under, Superloop Adelaide 500, Tasting Australia, Bridgestone World Solar Challenge, Adelaide Fashion Festival and National Pharmacies Christmas Pageant.

Reporting to the Director, Events South Australia, the General Manager, Commercial Sales is responsible for the generation of income through sponsorship, partnerships and hospitality, in order to grow the Events (as outlined above) and create social and economic benefits for South Australia. This role is also responsible for the delivery of activity by commercial partners contributing to the Event’s strategic growth.

Position title:	Reports to:	Position Classification:
General Manager, Commercial Sales	Director, Events South Australia	Non-Executive
Group / Unit:	Location:	Direct reports:
Events South Australia	Level 9, 250 Victoria Square, Adelaide	Sponsorship Managers (x2) Sponsorship Services Manager

## Our Values

- Develop** Our staff, our product, and our State
- Integrity** Through respecting each other, being consistent with our approach to all things, being open and honest with our communication, listening and understanding our colleagues, industry and operators, and making decisions in the best interest of the State
- Courage** To make bold decisions that align to our planning, to challenge the status quo, to tell it like it is, and to take responsibility and accountability for our actions
- Enjoy** The work that we do, what we achieve, and the environment and industry we work in
- Support** Each other, the State Tourism Plan, SATC Corporate Plan Operational Unit Plans, government at all levels, the industry and stakeholders

**Competencies**

Communication	The ability to engage and influence others through effective verbal and written communication skills with the ability to communicate information clearly and accurately and resolve conflict with stakeholders at all levels. Substantial writing experience and excellent research, editing and project management skills
Attention to Detail	Accomplishes tasks through concern for all areas involved, showing consideration for all aspects of the job; accurately checking processes and tasks. Establishes and maintains systems and processes which produce a consistent outcome.
Negotiation	Effectively exploring alternatives and positions to reach successful outcomes that gain all parties support and acceptance.
Relationship Management	Proven ability to establish and maintain positive working relationships and build networks with a diverse range of people and the ability to work as a team member.
Business Outcomes	The proven ability to plan, prioritise, organise, monitor and co-ordinate workloads and meet deadlines under pressure, analyse information and be creative in solving problems. Demonstrated ability to achieve outcomes through other people.
Innovation	Demonstrate the ability to use initiative, display entrepreneurial flair and apply new ways of thinking to improve working practices and support cultural change, to ensure the organisation works more effectively.
Business Acumen	Ensures that own area contributes to the organisation's ability to meet its strategic objectives. Takes business decisions based on cost benefit analysis, business savvy and consideration of organisational constraints and resources.

## Essential Criteria

### Qualifications

- Tertiary Qualifications in a Business, Management, Marketing, Contract Law or Commercial discipline; or demonstrated experience in sponsorship selling, identifying and creating sponsorship assets, sponsorship account management, brand management, intellectual property issues and contract management.

### Skills, experience, and knowledge

- Proven success in a commercial manager role or similar.
- Experience in strategic and operational planning and a proven track record delivering on those plans.
- Experience in securing and/or managing corporate sales/sponsorships.
- Strong knowledge of the Commercial sector.
- Demonstrated client management and relationship management skills and experience.
- Demonstrated capability to identify and analyse strategic and operational issues and develop strategies for resolution.
- High level contract management skills (including drafting, managing, administering and monitoring).
- Experience in major event management and marketing.
- Experience in managing a team to deliver on clearly defined, measurable outcomes.
- High level written and verbal communication and interpersonal skills.
- Demonstrated negotiation and dispute resolution skills.
- Proven ability to work independently with people at all levels.
- Experience in project managing the procurement of goods and services and the preparation of tender and contract documentation.
- Experience in the collaborative development of complex planning documents involving risk and business continuity.
- Commitment to the principles and practices of ethical conduct, quality management and risk management.

## Desirable Criteria

### Skills, experience, and knowledge

- An understanding of the responsibilities, functions and goals of the South Australian Tourism Commission.
- An understanding of public sector financial functions and other business functions.
- Experience working to government procurement policies, acts and regulations.

## Key Responsibilities

### Sales

- Lead a team to deliver on sales targets, as agreed with the Executive Director – Events South Australia and the Event’s General Manager/Event Manager.
- Develop strategic and operational sales plans (sponsorship and corporate hospitality) for each Event; Plans to include objectives, targets, lead generation strategies, structure, timelines and strategies and process for negotiations (renewals and new).
- Establish protocols for the cost of servicing commercial sales.
- Prepare compelling and insightful sales proposals ahead of each selling period, following effective annual Event debriefs and in line with Event plans.
- Work with each of the Events to deliver on in-kind support or leverage activity from partners, which deliver on strategic and operational goals
- Work collaboratively with the Event’s Management and Marketing team (in particular the Event General Manager/Event Manager and the ESA General Manager-Marketing) in the proposal development and negotiation phase, to ensure all proposed benefits can be delivered and are in-line with the Event’s strategy and brand positioning.

### Performance Measures

- ESA Commercial Revenue targets achieved, as a unit (across six events).
- Sponsorship targets for each Event achieved and servicing costs are in line with established protocols.
- Corporate Hospitality sales for each Event achieved (as relevant).
- Leverage activity, in line with strategic and operational plans, achieved.
- Strong collaboration with Event Management and Marketing to ensure no significant conflicts.

### Contract Management

- Manage complex and high-risk sponsorships, including the development of contract management plans and ensuring the delivery of contractual obligations.
- Establish stakeholder engagement plans and ensure the ongoing management of relationships with key partners and stakeholders, resulting in shared understanding and open communications.
- Ensure best-practice servicing processes and plans are implemented, delivering on expectations of the commercial partner and ensuring opportunities (for the partner and the Event) are fully maximised.
- Ensure Events South Australia maintains compliance with State Procurement Board requirements.
- Provide specialist advice on complex contract development and management issues, including contract variations.
- Develop robust evaluation methodology and review techniques to monitor partnerships, quantify success and identify areas for improvement.

#### Performance Measures

- Results of sponsor and commercial hospitality surveys are positive and continuously improving.
- Percentage of sponsors who renew or grow their investment in the Events.
- Servicing plans in place and easily transferrable within staff.
- Contracts drafted, monitored and reviewed on a regular basis including contract performance and compliance.
- Contract compliance and delivery issues managed accordingly, with payments made in accordance with approved contracts.
- Contract templates and procedures utilised to ensure compliance with government standards.
- Purchases comply with internal and Government policies including the State Procurement Board.
- Attendance at Accredited Purchasing Unit meetings, as required, with all action items followed up.
- Procurement tender documentation and contracts are appropriately recorded.

#### Business Continuity and Risk Management

- Work closely with the SATC's Commercial and Procurement Unit to ensure risks are managed by ensuring accurate and timely identification, assessment and prioritisation.
- Undertake planning and develop strategies to identify potential exposure to internal and external threats.
- Ensure actions plans are developed and implemented in line with the recommendations in the Corporate Risk Register.
- Reporting on the efficiency of controls and effectiveness of treatments to mitigate risks.

#### Performance Measures

- Risk assessments conducted throughout the year.
- Reduction in the number of high/extreme risks identified within Events South Australia.
- Regular risk reporting to the Internal Audit and Risk Committee.
- A comprehensive Business Continuity Plan in place for ESA.
- Regular review of the existing risk management plan.

#### Reporting

- Provide relevant reports on contract management, compliance and performance, as required.
- Provide monthly reports for the SATC Board.
- Provide weekly reports to the Executive Director, Events South Australia
- Provide regular sales and budget forecast reports to Event Manager as required for budget purposes
- Contribute to event research projects to measure economic, media and social impact of events and to ensure all relevant data required for planning is secured.
- Provide relevant and accurate reports to the SATC's Accredited Purchasing Unit (APU) on a regular basis.
- Complete briefings, PBN's etc. as required to fulfil the SATC's role as a Statutory Authority.
- Ensure compliance with the Auditor General and SATC audit requirements.
- Adhoc reporting when required such as the Annual Report and reporting to the SATC Executive.

Performance Measures

- Detailed relevant informative reporting completed in a timely manner.

Leadership

- Strong contribution as a member of the ESA Management Team.
- Ensure the effective performance management and development of the Commercial unit to support SATC's strategic direction and the attainment of commercial targets for each event.
- Encourage and facilitate an internal environment of collaboration and communication within ESA and across the SATC, to ensure optimal results can be achieved.
- Undertake annual business planning, budget planning, risk management and annual reporting.
- Advise, brief and make recommendations to the Executive Director, Events South Australia on opportunities and concerns relating to the positioning of managed events.
- Ensure regular briefings occur with Commercial unit to ensure effective communication within team and distribution of team and individual objectives.
- Ensure principles of equal opportunity, fairness, honesty and respect are exhibited in all interactions in the workplace.
- Provide advice and support to the ESA Business Development Unit as required.

Performance Measures

- Team operational plans developed and implemented within agreed timeframes.
- 100% completion of performance management/development plans for individuals.
- Performance of team appropriately managed.
- Staff satisfaction with communication, feedback and consultation practices.
- Staff satisfaction with ESA Management Team / strong contributor in ESA Management meetings.

Organisational Contribution/Safety Awareness

- Ensure effective personnel management by managing diversity, staff or volunteer training and development and occupational health and safety issues.
- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

Performance Measures

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

### Special Conditions

- The appointment will be subject to a 6 month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake biannual performance agreements with their direct manager, using the SATC's Performance Development process.
- Employees must take personal responsibility for understanding and complying with the SA Tourism Commissions policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Possession of a current Class C Driver's License, willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel will be required. Overseas travel may be required.





## HOW TO APPLY

Applications should be addressed to Justin Hinora. Please visit [henderconsulting.com.au](http://henderconsulting.com.au) to apply.

For a confidential telephone discussion, please call Christian Gaszner on (08) 8100 8849.

### **Please Note**

Your application will be automatically acknowledged by a return email.