



South
Australian
Chamber
Of
Mines &
Energy

GENERAL MANAGER PARTNERSHIPS

JOB & PERSON SPECIFICATION

NOVEMBER 2024

General Manager Partnerships Position Description

General Manager Partnerships	Membership growth and retention	
	<ul style="list-style-type: none"> Identify opportunities to drive strategic organisational growth and increase revenue through expanding SACOME membership and the development of strategic partnerships. Contribute to the growth of a sustainable and vibrant industry association to benefit its members. Track and monitor membership related revenue, and devise strategies and initiatives to increase revenue. Effective delivery of corporate and member activities through digital platforms and collaboration tools. Ensure regular updates of, and oversee audits of, SACOME data bases, to ensure membership records are current. Assess competitor activity and review regularly. 	<ul style="list-style-type: none"> Ensure that SACOME is recognised as a peak industry association by strategically developing a target Member list and securing an impressive portfolio of member organisations. Remain informed in a proactive manner on the activities of Member and non-member organisations in South Australia and Nationally. Design tools to measure Member satisfaction and lead initiatives to enhance member satisfaction and loyalty. Analyse membership trends, feedback and related data to ensure continuous improvement. Build and maintain strong relationships with Members and prospective Members, act as the key liaison for concerns and needs.
	Strategic communications	
	<ul style="list-style-type: none"> Development and implementation of a Strategic Communications plan, inclusive of stakeholder analysis that is supported by industry for the benefit of Members. Liaise with General Managers Policy & Advocacy and Energy, to ensure organisational messaging is consistent with Member expectations and all SACOME government relations initiatives. Provide leadership and management of communication strategies for the entire organisation. Lead communication activities for SACOME to ensure that SACOME is a key contributor and reference point to media. Develop and implement strategic media plans that seek high level placements in print, broadcast & online media. 	<ul style="list-style-type: none"> Contribute to the role of building and promoting a growing and sustainable resource industry in South Australia through the implementation of a communications plan. Monitor, analyse and report on Communications to the Chief Executive and SACOME Council with respect to key performance indicators and key projects and programs. Responsible for development of all digital content including social media and website ensuring a cohesive, consistent and professional image. Develop, implement and optimise online advertising, social media campaigns and creative digital campaigns to promote SACOME and/or the sector.

<ul style="list-style-type: none"> • Proactively establish and maintain excellent relationships with State based media and National media representatives. • Hold overall responsibility for the development and distribution of all Member communications. • Write engaging and relevant speeches for the Chief Executive Officer. • Foster relationships with Member organisations and the State Government marketing and communication teams to enhance the SACOME profile. 	<ul style="list-style-type: none"> • Manage SACOME brand by developing innovative campaigns and educating the community on what we do as an organisation. • Ensure brand strength is maintained and improved. • Oversee brand in a way that engages a variety of audiences. • Develop, implement and optimise online advertising, social media campaigns and creative digital campaigns to promote SACOME. • Work in partnership with the Chief Executive Officer and colleagues on web-based, digital and social media strategies.
<h3>Event leadership</h3>	
<ul style="list-style-type: none"> • Oversee the development and implementation of SACOME's annual event calendar, ensuring alignment with strategic priorities and budget. • Management and leadership of events, ensuring all aspects of events are executed with a high degree of professionalism. • Strategic oversight of speaker selection. 	<ul style="list-style-type: none"> • Ensure maximum exposure of all events to targeted audiences. • Secure feedback from Members on desired future events and where possible integrate into events calendar. • Ensure that events are a revenue source for the organisation. • Ensure events are fully aligned with policy initiatives.
<h3>Sponsorship</h3>	
<ul style="list-style-type: none"> • Develop and execute the sponsorship strategy for the organisation to maximise revenue. • Identify opportunities for new sponsors that are aligned with strategy. • Identify sponsors for specific organisational initiatives in a strategic manner ensuring alignment. • Responsibility for meeting annual & event sponsorship targets. 	<ul style="list-style-type: none"> • Ensure existing sponsors are appropriately managed and retained. • Secure sponsorship to ensure events and initiatives are as close to cost neutral as possible. • Develop innovative sponsorship tiers and promote benefits.
<h3>Education, workforce & skills</h3>	
<ul style="list-style-type: none"> • Engage with Member organisations to understand workforce challenges and future workforce projections. • Analyse workforce trends, labour market data and skills shortages to inform strategic interventions. • Lead the development and implementation of workforce initiatives that address the skills needs and future workforce demands of the resources industry. 	

- Design and execute education and training related initiatives to enhance the skills pipeline for industry in South Australia, including partnering with universities and training providers.
- Develop relationships with State and Federal Government Education, Training and Skills Ministers and Departments.
- Take responsibility for realising the education, workforce and skills strategic policy priorities outlined in the 2030Vision.
- Create and establish well-considered and industry-supported workforce related interventions that promote the growth and sustainability of the South Australian resources sector workforce.
- Author industry supported papers related to skills, workforce and education issues.
- SACOME representation on relevant committees and working groups.
- Lead the implementation of the STEM digital program in South Australian.
- Represent the CEO on skills boards as required.

Communication and Collaboration

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| <ul style="list-style-type: none"> • Facilitate core industry and service providers to work closely together to maximise opportunities to increase economic growth within South Australia. • Support the CEO to achieve the strategic investments outlined in the 2030 Vision. • Provide feedback on performance and develop action plans to improve performance. • Work collaboratively with General Managers to support the CEO and manage the organisation. | <ul style="list-style-type: none"> • Build partnerships across all business areas, responding easily to changing work demands and circumstances and to develop creative solutions to resolve issues. • Keep colleagues informed of relevant issues impacting on them and/or their work. • Develop a team culture where individuals are valued and recognised for their diverse skill sets. • Contribute to a culture of continuous improvement across SACOME. |
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Governance & reporting

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| <ul style="list-style-type: none"> • Monitor, analyse and report on Membership, Sponsorship, Communications, Events, Skills, Workforce and Education to the Chief Executive, SACOME Council and External Affairs Committee with respect to key performance indicators and key projects and programs. | <ul style="list-style-type: none"> • Prepare Council papers and committee papers outlining the key projects and programs for the SACOME Council and SACOME External Affairs Committee. • Prepare SACOME's Annual Report highlighting the key achievements from that year. • Report on member revenue including projections and risk mitigation strategies. |
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Essential Skills

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| <ul style="list-style-type: none"> • Strategy design and execution. • Business development skills. • Intuitive, analytical skills. • Result driven leadership skills. • Highly developed written and verbal communication and networking skills, including speech writing skills. | <ul style="list-style-type: none"> • Ability to represent SACOME at social, media and professional functions in a polished, positive and professional manner. • Excellent relationship building skills and ability to manage a diverse range of key stakeholders. • Demonstrated digital marketing and media skills. |
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Experience & Qualifications

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| <ul style="list-style-type: none"> • Demonstrated experience at a strategic level preferably within a membership-based organisation or within the resources sector. • Demonstrated achievement in the field of senior management through qualifications and or relevant experience. • Demonstrated experience in external affairs and communications roles within the resources sector. • Demonstrated experience in a senior whole of industry workforce or skills related role. • Proven track record of business development and achieving revenue growth targets. | <ul style="list-style-type: none"> • Demonstrated experience at a senior level in managing public relations and media of all types. • Experience in utilising strategic data collection research to inform strategy. • Event management experience. • Tertiary qualifications or equivalent experience in Communications or Business together with a proven record of effective external relationship management. • Management and leadership of a small team. |
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Expectations

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| <ul style="list-style-type: none"> • Contribute to the efficient and effective functioning of the organisation in order to meet company objectives and undertake other key responsibilities or activities as directed. | <ul style="list-style-type: none"> • Participate in the Performance Review Process with a growth mindset which includes a regular review of performance against the responsibilities and performance objectives. • Revenue growth. |
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Reports to:

Chief Executive Officer

Direct Reports:

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HOW TO APPLY

Applications including a cover letter and CV should be addressed to Justin Hinora. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.