



MANAGER, MARKETING AND COMMUNICATIONS

JOB & PERSON SPECIFICATION

DECEMBER 2024



Role Statement

Role title	Manager, Marketing and Communications South Australian Government	Classification	ASO8
Branch	Financing Authority (SAFA)	Type of Appointment	TBA
Section	Financial and Business Services	Position Number	TBA
Approved by	CEO, SAFA	Date	November 2024

Department of Treasury and Finance

The Department of Treasury and Finance is the lead agency for economic, digital and financial policy outcomes.






We play a vital role in providing financial services to the community and economic and fiscal policy advice as well as digital services to the Government of South Australia.

The Department of Treasury and Finance actively promotes flexible working arrangements and values diversity in the workplace.

Our Purpose

We are *the Government's trusted fiscal, economic, digital and policy advisor*.
We work to ensure *South Australia is a thriving, prosperous State now and in the future*.

Who we are

 <p>Talented, Clear Eyed and Curious</p> <p>We are analytical, evidence based, innovative and creative.</p>	 <p>High Performing</p> <p>We are known for achieving successful and timely outcomes.</p>	 <p>Trusted Partner</p> <p>We work better together. We lead, partner, and collaborate to help solve the big challenges.</p>	 <p>Agile</p> <p>We organise around opportunities critical to our state and are flexible in responding to challenges.</p>	 <p>Fulfilled and Fun</p> <p>We take the work seriously and ourselves less so - we support each other in the pursuit of excellence and make Treasury a great place to work.</p>
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What we are known for

A world class Treasury and Finance.
A high performing agency that seizes opportunities, addresses the big challenges,
and is a *destination employer* providing *rewarding careers*.

Branch/Section

The Manager, Marketing and Communications is accountable to the Chief Financial Officer, SAFA, and is responsible for providing advice on all marketing and communication support across SAFA.

The Manager, Marketing and Communications will play a crucial role in brand and marketing positioning of SAFA and its products/services in the various domestic and global marketplaces in which it operates. It will ensure SAFA has a strong presence which supports the government's objectives as reflected in SAFA's Strategic Plan and the Department of Treasury and Finance's overarching strategic plan. It will also support the SAFA leadership team across various functions, including stakeholder relations, event management, marketing and corporate communications.

This role requires someone with extensive marketing or advertising experience, preferably with an understanding of the finance, insurance and/or investor relations sectors. They will build the reputation of SAFA by contributing to multiple initiatives and projects, working closely the Department of Treasury and Finance's central strategic communications team and particularly the Manager Strategic Communications and Stakeholder Engagement to implement an overall SAFA Marketing and Communications strategy.

What this role is responsible for

Branding and Stakeholder Relations:

- Continue to enhance and refresh SAFA's brand positioning with external stakeholders.
- Develop and lead a marketing strategy, with consideration of stakeholder segmentation, relationship management, brand positioning, messaging, tools, channels and supporting infrastructure.
- Plan, coordinate, present and deliver events, updates, and announcements, for engagement with investors, re-insurers and other internal and external stakeholders.
- Develop, implement and evaluate internal and external marketing and communications campaigns and strategies in close partnership and liaison with SAFA business units and the DTF's central strategic communications team.
- Driving positive stakeholder relationships and engagement that facilitate mutually beneficial outcomes, including managing the engagement with external suppliers as required.
- Implement the LinkedIn strategy , for SAFA's dedicated LinkedIn page including creating proactive content and reporting on activity and key initiatives.
- Maximise the use of resources available to undertake achievable strategic and tactical communication activities with the associated timelines, budgets and funding sources.
- Coordinate the development and quality assurance of high quality corporate promotional literature, consistent with SAFA's corporate identity and the Government of South Australia Branding Guidelines.

Intergrated Marketing Communications:

- Research media opportunities and draft opinion pieces in consultation with the Department of Treasury and Finance's central strategic communications team, intended to enhance SAFA's reputation amongst key stakeholders.
- Provide strategic advice to the Chief Executive Officer, SAFA through drafting of opinion pieces.
- Analysing and interpreting complex data, information and preparing high quality accurate written communications, submissions, briefings, and reports with recommendations.
- Coordinate media and reputational risk training in partnership with DTF's central strategic communications team.
- Build SAFA's reputation through compelling web content and coordination of insights and advisory content.
- Manage internal engagement via all staff meetings, lunch and learn sessions, written and video content for newsletter and intranet.

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- Provide specialist expert consultancy services to the SAFA Leadership Team, key stakeholders and employees across SAFA on complex and critical marketing and communication matters.
 - Evaluate the effectiveness of internal and external marketing and communications campaigns and strategies to enable continuous improvement.
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Who this role reports to

The Manager, Marketing and Communications:

- Reports to Chief Financial Officer, SAFA.
 - Works closely with the Chief Executive Officer, SAFA.
 - Maintains cooperative and productive working relationships with the SAFA Leadership team and employees across the organisation.
 - Has significant working relationships with branches across the Department of Treasury and Finance, and with other areas of Government.
 - Works in partnership with DTF's central strategic communications team
 - Maintains effective collaborative working relationships with multitude stakeholders, including non-government organisations.
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Special Conditions

- Some out of hours work may be required. Intrastate and interstate travel may be required.
 - The incumbent will be required to participate in the Departmental Performance Management Program.
 - The incumbent may be required to be assigned to other positions at the same remuneration level across the department.
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Essential Expertise

- Degree or equivalent in marketing, communications or a related field.
- Experienced marketing communications leader, with extensive work experience in marketing leadership and/or advertising.
- Extensive knowledge and understanding of contemporary communications and marketing practices and the ability to effectively applying these to achieve business outcomes.
- Demonstrated skills and experience in developing, implementing and evaluating large, complex and/or sensitive communication and engagement projects that deliver agreed outcomes.
- Extensive knowledge and understanding of contemporary communications and marketing practices.
- Proven ability to integrate all communications disciplines including marketing and customer engagement on complex and high-risk issues.
- Demonstrated capacity to convey technical concepts to diverse audiences through clear communications, and to a broad range of stakeholders of varying seniority.
- Exceptional interpersonal communication skills to skilfully interact with various stakeholders, with strong written capabilities and demonstrated success in delivering effective marketing strategy aligned to an organisation's strategic direction.
- Keen eye for detail and accuracy, with the ability to plan, prioritise and organise work to meet deadlines and manage competing demands in a complex environment.
- Exceptional high level writing skills and ability to produce communication that is clear and concise for a range of audiences.
- Demonstrated leadership and management skills including the ability to provide direction to a team of professional people working on projects requiring high quality outcomes within tight timeframes.
- Significant ability to source and evaluate information quickly, critically and accurately and ability to analyse and summarise key issues.

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- Ability to work autonomously and establish priorities in an environment of conflicting priorities across a diverse range of tasks while meeting deadlines.
- Commitment to public sector values, Service, Professionalism, Trust, Respect, Collaboration and engagement, Honesty and integrity, Courage and tenacity, Sustainability.
- Comprehensive knowledge of contemporary communication and digital engagement methodologies, technologies and tools including HTML, video editing software, Adobe Creative Suite (Photoshop, InDesign, Illustrator) and content management systems
- Demonstrated experience in the application of the relevant legislation, policies and procedures, including Code of Ethics, EEO and cultural inclusion.
- An understanding of the legislative requirements of the *Work Health and Safety Act 2012*.
- An understanding of and ability to work to the spirit and principles of AS ISO 31000:2018 Risk management – Guidelines.

Desirable Expertise

- Experience in finance / insurance and/or investor relations
- Experience in event management or coordination.



HOW TO APPLY

Applications should be addressed to Justin Hinora and Bernie Dyer. 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.