

## ROLE DESCRIPTION

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>ROLE TITLE:</b> DIGITAL STRATEGIST<br><b>CLASSIFICATION:</b> ASO4<br><b>EMPLOYMENT TYPE:</b> 12 MONTHS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>TEAM:</b> RELATIONSHIPS<br><b>LOCATION:</b> COLLINSWOOD<br><b>DATE:</b> DECEMBER 2025 |
| <b>REPORTS TO:</b> Marketing Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>ROLES REPORTING TO THIS ROLE:</b> Nil                                                 |
| <b>ROLE PURPOSE:</b> This role is responsible for leading and managing the digital platforms, communication and marketing strategies of the organisation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                          |
| <b>KEY RESPONSIBILITIES OF ROLE:</b> <ol style="list-style-type: none"> <li>1. Lead the development of strategies and plans that maximise current digital assets and channels and considers changes in technology and usage to keep the organisation's messaging relevant.</li> <li>2. Drive the creation of strategic digital marketing plans and the implementation of online campaigns to drive sales, educate consumers and tell the stories of our brand.</li> <li>3. Manage the education and upskilling of digital marketing best practices and principles to staff across the organisation.</li> <li>4. Manage digital platforms and third party supplier relationships as well as the coordinating of responses to enquiries, complaints and comments.</li> <li>5. Optimise the digital experience through analysing and interpreting data to generate insights and drive constructive strategic decisions regarding future campaigns.</li> <li>6. Identify improvements, online trends and advancements in digital communication that can be integrated back into digital strategies that deliver on business KPIs.</li> <li>7. Manage digital marketing budgets and monitor the success of campaigns and ads to ensure best results.</li> <li>8. Contribute to achieving the Reconciliation Action Plan, Strategic Plan and other organisational plans.</li> </ol> |                                                                                          |
| <b>KEY RELATIONSHIPS:</b> <ul style="list-style-type: none"> <li>▪ Internally: Work closely with the Leadership team; the Foundation; Relationships team; and members of the Experience and Sustainability teams.</li> <li>▪ Externally: Works closely with web developers and CRM/ticketing company.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                          |
| <b>SPECIAL CONDITIONS:</b> <ul style="list-style-type: none"> <li>▪ Some out of hours work may be required.</li> <li>▪ Occasional intrastate/interstate travel may be required.</li> <li>▪ Hold a current Australian Driver's Licence.</li> <li>▪ Required to participate in the Country Art's Staff Development Review Process and achieve performance targets as negotiated and mutually agreed with the manager.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                          |

**KEY SELECTION CRITERIA:**

- Demonstrated experience in digital marketing, CRM, email (Mailchimp) and website (Wordpress) management, including a track record in delivering well targeted digital advertising campaigns in a consumer marketing environment and delivering analytical reports.
- Proven experience with managing social media platforms including Facebook, Instagram, YouTube and LinkedIn.
- Experience in and sound understanding of the Adobe Creative Suite, most importantly Premiere Pro.
- Proven ability to direct the creation of content for digital and social communication.
- Experience working in the arts sector and/or regional communities
- Excellent verbal and written communication skills, project management and complaint management skills
- Demonstrated problem solving skills and an ability to remain focused under pressure, prioritise workload and meet timelines

**DESIRABLE:**

- Familiarity with Salesforce CRM and the SA Government Master Media Scheme.

**YOU DEMONSTRATE OUR VALUES:**

Our Values are central to the way we work and are the cornerstones for how we interact with industry, community, business partners, governments and each other:

- We keep regional South Australia at our core ***(Place)***
- We generate local and national legacies by embedding artists in regional communities ***(Impact)***
- We embrace diverse experiences and perspectives, and address the barriers that keep people from getting involved ***(Inclusion)***
- We nurture, celebrate and showcase creativity from across regional South Australian ***(Creativity)***
- We embrace diversity and act with integrity, transparency and generosity ***(Respect)***

**WORK HEALTH AND SAFETY OBLIGATIONS:**

- Maintain a commitment to the Work Health and Safety Act 2014 legislative requirements.
- Proactively promote, and follow workplace safety procedures and contribute to creating a safe working environment.
- Accept responsibility for your own and other's safety.
- Actively participates in consultation about work, health and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

**CORPORATE RESPONSIBILITIES:**

- 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*, Ethical Conduct and the Code of Ethics for *South Australian Public Sector* and their legislative requirements.
- Supporting and advocating Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. In particular, maintaining a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other underrepresented groups.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.

## **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 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.