

HEAD OF PR & CONTENT

STATEMENT OF DUTIES

Tourism Tasmania is looking for a strategic PR & content leader who is creatively driven, and a talented communicator.

As a senior member of the Marketing Leadership team, you will lead our PR & Content team to tell Tasmania's brand and destination story authentically through effective earned media coverage and high quality, brand aligned content.

You will work collaboratively with teams across Tourism Tasmania to deliver global earned media and content strategies and tactics that effectively deliver on objectives and challenge category norms, while managing risk and being responsive to changing market conditions.

If communication and creativity are your lifeblood, you have a passion for the Tourism Tasmania brand, and you excel at leading a high performing team in a way that supports their personal growth, we'd love to hear from you.

THE POSITION

Employment Type:	Permanent, full-time
Position Number:	005391
Hours:	73.50 per fortnight
Location:	Hobart
Division:	Marketing
Team:	PR & Content
Award/Classification:	Tasmanian State Service Award, General Stream Band 8

WHAT YOU'LL BE RESPONSIBLE FOR

You'll lead a high performing PR & Content team to develop international and domestic strategies and implement marketing activities that connect visitors culturally and emotionally with Tasmania's tourism brand and destination. You will inspire and coach your team to challenge category norms and deliver high quality, brand aligned content and earned media outcomes. You will build and foster strong relationships with internal and external stakeholders to ensure positive and productive results are achieved by Tourism Tasmania's PR & content programs.

WHAT YOU'LL WORK ON

- In collaboration with the Chief Marketing Officer, develop global PR and content strategies based on market and consumer insights that deliver on business objectives. These include 'always on' and campaign-based PR and content marketing activities.
- Lead the PR & Content team in the successful implementation of PR and content strategies and responsive PR and content opportunities, striving for effectiveness, efficiency, and creative bravery.
- Lead the PR & Content team's performance planning and provide ongoing coaching and support for their learning, development, personal growth, and successful performance.
- Lead the relationship and performance management of our global and domestic PR agency partners, and content production partners, to ensure effectiveness and efficiency, while achieving strong collaboration and integration across the 'agency village'.
- Collaborate with the Marketing Leadership team – Brand, Digital, Partnerships, Planning, and Research & Insights - to ensure PR and content initiatives are brand aligned, effective, and integrated across the full Tourism Tasmania marketing program and relevant channels.
- Collaborate with the broader Tourism Tasmania team to ensure PR and content initiatives are managed well regarding risk, cost effectiveness, and timeliness.
- Seek opportunities to improve processes and outputs for increased efficiency and effectiveness.
- Communicate the objectives, key details, and results of PR and content initiatives to a variety of internal and external stakeholders to ensure the work is understood, embraced, and leveraged.
- Ensure compliance with all relevant laws, regulations, and ethical standards in all PR activities.

WHO YOU'LL WORK WITH

You will report to the Chief Marketing Officer and be a member of the Marketing Leadership team, which includes Brand, Digital, Partnerships, Planning, and Research & Insights leaders. You will lead and oversee the PR and Content team, which includes PR professionals and various content creators and producers. You will collaborate with all functions at Tourism Tasmania, including Corporate Communications, Finance, Procurement, and People and Culture.

WHAT YOU NEED TO HAVE

1. Leadership experience in a senior marketing role with strong communication skills, and the ability to influence by listening, understanding, adapting to the audience, and negotiating persuasively with internal and external stakeholders.
2. Highly developed management skills and demonstrated experience in leading, coaching, and mentoring teams to build capability and achieve high performance.
3. High level specialist knowledge and demonstrated experience in public relations (PR) strategy and implementation, across 'always on' PR, brand campaign PR, and responsive/reactive PR.
4. High level specialist knowledge and demonstrated knowledge of content strategy and production, with a good understanding of all content types, content channels, and content production fields eg. writing, photography, videography, graphic design, and digital/social media.
5. Compelling strategic and creative judgement to deliver high quality, brand aligned content and PR strategies for domestic and international markets.
6. Clear and credible communication without a fear of difficult or challenging conversations, always considering the intended audience and the outcome required.
7. Exceptional agility and adaptability to changing circumstances, shifting timelines, and responsive opportunities.
8. Personal drive and integrity along with a commitment to upholding shared values and demonstrating professionalism while being prepared to try something new, disrupt the status quo, engage with risk, bring creative energy, and show personal courage.

REQUIREMENTS OF THE POSITION

Desirable

- Commercial experience working within the tourism and/or marketing industry.
- Relevant tertiary qualification or proven experience and achievement in a similar PR & content role.

WHO YOU ARE

You are a highly experienced consumer marketing professional with a focus on PR and content, who is driven by strategic thinking, creativity, and effective communications. You look for opportunities to inspire and develop your team, coaching and mentoring for their personal growth while delivering value to the organisation via efficiency and effectiveness.

You have a strong connection with and an authentic passion for Tasmania as a brand and destination and are excited to make a difference to our brand, our team, and our industry.

WHO WE ARE

Tasmania is no ordinary place, and we are some of the privileged few who get to tell its stories to the world. We're here to connect travellers culturally and emotionally with our island to deliver social and economic benefits that are shared with all Tasmanians.

At our heart, we are simply a team of spirited humans united by our deep connection with Tasmania and its people. The strong sense of meaning we gain from our work ignites us.

When Tasmania is seen, so are we. When it thrives, so do we.

OUR VALUES

Our values represent the foundation of our culture and enable us to create positive employee experiences. We bring our values to life through our everyday behaviours and actions. We attract, recruit, and retain people who align with and uphold our values. With us, what you see is what you get. We're connected and dedicated to our people, our industry and our island.



**Passionately
Connected**



**Fearlessly Forward
Thinking**



**Authentically
Human**



**Quietly Pursuing
Extraordinary**

WHY WORK FOR US

Just as Tasmania is no ordinary place, Tourism Tasmania employees are no ordinary people. This translates into everything we do, just as Tasmania delivers unique experiences, we deliver an employee experience where we connect through the exchange of ideas, stories, and knowledge. We invite our people to be bold, unafraid of failure, curious and creative, where they grow from every opportunity.

We take care of our people, providing flexible work options to help them achieve the tricky balance between work and life. Our people have access to a range of leave options to support them through navigating life's ups and downs and work in an environment where we get life's challenges. Our people also have access to a range of wellbeing initiatives, and work in an environment where they belong.

We support our people to be the best version of themselves. Living our Values, we ensure that our people are passionately connected and are grounded in our shared purpose with strong connections to each other, our industry, our island, and the Tasmanian community.

We are a part of an integrated ecosystem. In our team our people are included and have a voice, and we encourage them to be fearlessly forward thinking and seek the "air" to be brave. We use our collective courage to navigate challenges, think big, push boundaries, and be creative in the face of uncertainty. We inspire our people to be authentically human by cultivating a "no bullshit" environment where respect, vulnerability, fun, and empowerment coexist.

At Tourism Tasmania we value difference and trust in each other, holding space for true authenticity. We support our people to pursue the extraordinary in an environment where we do the hard things, lead with accountability, and do great work - always with an added dash of Tassie magic. We are a challenger brand in every way, and we want our people to challenge themselves and achieve their ambitions through ongoing learning and development.

We are committed to high standards of safe work practices, through providing an environment that supports the physical and psychological safety of our people. We comply with the requirements of the *Work Health and Safety Act 2012* and the *Work Health and Safety Regulations 2012*. We prioritise wellbeing, diversity and equity.

Tourism Tasmania does not tolerate discrimination, harassment or bullying in the workplace. We have a culture of zero tolerance towards violence, including any form of family violence. We take an active role to support employees and their families by providing a workplace that promotes their safety and provides the flexibility to support employees to live free from violence.

We are committed to the way we work with vulnerable people, including promoting a child safe culture through our commitment to the safety, wellbeing, and empowerment of all children and young people.

The *State Service Act 2000* including the State Service Principles and Code of Conduct applies to our employees. These can be located at www.dpac.tas.gov.au/divisions/ssmo.