

Brand Operations Manager

Brand Tasmania

Statement of Duties - As at March 2024

Position title:	Brand Operations Manager
Position number:	003528
Award/Agreement:	Tasmanian State Service Award
Classification level:	General Stream, Band 7
Full Time Equivalent (FTE):	1.0 or flexible
Location:	Hobart
Position status:	Fixed term, 12 months
Ordinary hours per week:	36.75
Supervisor:	Director Place Branding and Operations, Brand Tasmania

About Brand Tasmania

Brand Tasmania is the first statutory place-branding authority to be established in Australia. Because of the enormity of our ambition and the small size of our team, we operate as a client-service organisation, partnering with stakeholders across business, all tiers of government and the community to empower Tasmanians to tell their story in words, in images and, most importantly, through action.

Brand Tasmania is responsible for taking a best practice approach to ensure the Tasmanian brand is strengthened locally, nationally and internationally, and is promoted as a key asset of the Tasmanian community. Our mission is to inspire and encourage Tasmanians and those who want to be Tasmanian to quietly pursue the extraordinary. We help Tasmanians express the Tasmanian brand: at all levels of government, in business, and across the community. Our purpose is to bring more value to everything Tasmanian.

We're looking for a natural people person who is deeply interested in public administration governance and place branding. This is some who understands what we do, the frameworks we operate in, and is passionate about ensuring that when we provide services to our partners in Government, business, and the community, we are doing it as efficiently and effectively as possible.

Position objective

The Brand Operations Manager plays an integral role in the ongoing development and management of projects delivered by Brand Tasmania. The Brand Operations Manager leads and supports the Agency's work across the critical areas of Budget and Finance, Audit and Risk, Procurement, Research and Evaluation, and Business planning.

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Major Duties

1. Budget and Finance

- a) Lead all budget activities to ensure Brand Tasmania meets Treasurer's Instructions, financial compliance, and ensures staff understand individual project budgets, responsibilities and reporting methodologies. This involves managing financial delegations; development, implementation and management of budgets; ensuring strong systems of control, identifying and managing budget risks; analysis of data and preparation of reports as required.

2. Audit and Risk

- a) Provide secretariat support to the Agency's Audit, Finance and Risk Committee (AFRC), and lead the implementation of the AFRC work plan, including overseeing internal and external audit projects, and ensuring a systematic approach is implemented for ongoing management and response.
- b) Build organisational capability and understanding of risk and embed a culture of risk management and reporting across the Agency. Maintain the Agency's risk management policies and procedures based on best practice principles.
- c) Ensure risk assessments are completed for proposed contracts and projects and advise on risk management strategies to mitigate potential risks.

3. Procurement

- a) Lead the Agency's contracting activities, including through providing advice, preparing and reviewing contracts, and managing contract performance, in accordance with the Treasurer's Instructions and other regulatory frameworks.
- b) Liaise with Crown Law and the Department of Premier and Cabinet on specialist and technical contract and procurement activities, as required.
- c) Manage and review contract and procurement policies and procedures and lead the continued education of staff with regard to legal matters, contract performance and risk.
- d) Manage the record keeping and reporting of the Agency's Contract and Procurement program including statutory and performance reporting. Manage data privacy considerations for contracted activity.

4. Research and Evaluation

- a) Analyse and report on brand-specific research and trends to deliver meaningful research insights for Brand Tasmania and its stakeholders on the Tasmanian brand.
- b) Scope, develop, commission and deliver specialised research projects related to the Tasmanian brand and Brand Tasmania's functions and objectives.
- c) Support the Agency's performance measurement and reporting activities, including contributing to reports against identified metrics.

5. Business planning

- a) Lead the development and implementation of the Agency's business continuity planning and annual corporate planning process, including research and preparation of documents to a high standard, in collaboration with internal stakeholders.
- b) Coordinate the Agency's responses to any Right to Information requests.
- c) Manage the department's insurance arrangements through TRMF and liaise with the Government insurance advisor in processing claims.

- d) Provide high-level advice and active leadership in corporate, group and divisional planning processes.
6. As a member of a small and dynamic team, support other general activities as required.
7. The incumbent can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.

Scope of work (Responsibility, Decision-making, and Direction received)

The Brand Operations Manager will operate with considerable independence in determining priorities, procedures, and approach. In undertaking their work, the Brand Operations Manager will work under the general direction of the Director Place Branding and Operations to support the delivery of key governance and performance projects and initiatives.

The occupant will be required to regularly liaise with internal and external stakeholders, exercise good judgement in determining priorities, provide authoritative advice to the CEO and Director on areas of responsibility, work in cooperation with members of the Brand Tasmania team in accordance with the organisation's values, and demonstrate a commitment to excellence, client service, honest and integrity.

The occupant will exercise high level of independent judgement on activities and in the formulation of recommendations with a proven capacity to coordinate and conduct a range of tasks within tight and competing timeframes. The occupant will be responsible for the work of others and conduct their work in a safe manner such that it does not put themselves or others at risk.

Reporting structure

The Brand Operations Manager will work as a member of the Brand Tasmania team, reporting to the Director Place Branding and Operations.

Selection criteria

- 1) An understanding of the functions, objectives and priorities of Brand Tasmania including a sound appreciation of the Tasmanian brand, the Tasmanian community, and the Tasmanian Government.
- 2) High level knowledge and experience in financial management systems, procurement and business planning processes and risk and audit management skills with the ability to forecast and model complex problems.
- 3) High level strategic, conceptual, analytical and creative skills including the proven ability to:
 - manage projects of high complexity,
 - use appropriate decision-making strategies to identify possible solutions to non-routine problems; and
 - achieve results in a dynamic and changing environment.

- 4) Highly developed communication (verbal and written) and interpersonal skills, including consultation, negotiation, liaison skills, with proven ability in developing effective networks and ability to effectively represent the Agency.
- 5) Proven ability to manage issues and tasks to meet deadlines; to be flexible, adaptable and responsive; to manage competing priorities; and to work with limited direct supervision.
- 6) Demonstrated capacity to work effectively in a small client-focussed team in a dynamic environment.

Essential requirements

- Nil.

Desirable requirements

- Degree in a relevant discipline.
- Current motor vehicle driver's licence.
- Registration to work with vulnerable people.

State Service Principles

Employees should familiarise themselves with the State Service Principles (view at <https://www.legislation.tas.gov.au/>) and must work to ensure the Principles are embedded into the culture of the Agency and that the Principles are applied to all Agency decision making and activities.

Code of Conduct

The State Service Code of Conduct (view at <https://www.legislation.tas.gov.au/>) complements the State Service Principles and requires employees and officers to act appropriately in the course of their duties and to maintain the confidence of the community in the activities of the State Service.

Workplace diversity

Brand Tasmania is committed to having a diverse and inclusive workforce where all employees feel welcomed, safe, and supported. Brand Tasmania values the unique experiences, knowledge, and skills that our employees bring to their work.

There are a range of flexible work options available to support employees to achieve work/life balance, and workplace adjustments are available to accommodate individuals' needs in the workplace.

Workplace health and safety

Brand Tasmania is committed to sustaining an environment and culture that provides for the health, safety and wellbeing of all its workers by complying with the requirements of the *Work Health and Safety Act 2012* and the *Work Health and Safety Regulations 2012*.

Our goal is to be recognised as an exemplar with regard to work health, safety and wellbeing throughout the State Service.

Every employee of Brand Tasmania has an obligation to:

- Comply with safe work practices;
- Take reasonable care of the health and safety of themselves and others;
- Comply with any direction given by management for health and safety;
- Report all accidents and incidents in a timely manner; and
- Report all known or observed hazards.

If this position has supervisory responsibilities, additional responsibilities are to provide and maintain as far as possible:

- A safe working environment;
- Safe systems of work;
- Information, instruction, training, and supervision that is reasonably necessary to ensure employees are safe from injury and risks to health; and
- A commitment to continually improve our performance through effective safety management.