

Position Description

Role title	Administration and Marketing Officer	Last reviewed	1/02/2025
Division	Sales and Corporate Affairs	Team	Sales and Corporate Affairs
Reports to	Executive Director	Classification	ASO4
Direct reports	Nil		

Role Purpose

Coordinate and deliver high quality administrative, divisional management and marketing support to advance organisational initiatives and promote and support Renewal SA objectives and projects.

Key Accountabilities

- ▼ Manage and provide confidential, professional and discrete administrative support to the Executive Director.
- ▼ Ensure service expectations are achieved, including highlighting and prioritising deadlines.
- ▼ Provide administrative support and preparation for divisional meetings.
- ▼ Act as a key liaison and coordination point between the Office of the Chief Executive, divisional management and staff, ensuring all parties remain informed of relevant decisions through effective communication.
- ▼ Coordinate the implementation and delivery of the benefits provided through our corporate sponsorship and membership initiatives.
- ▼ Provide marketing support to internal and external stakeholders to support various projects and initiatives, including input in marketing plans and briefs for nominated projects.
- ▼ Maintain and update websites, printed materials, digital marketing and communications collateral to support marketing and communications initiatives.
- ▼ Assist in the delivery of integrated content across digital marketing channels, including crafting compelling copy that aligns with brand voice, engages target audiences and drives conversions.
- ▼ Coordinate the execution of email marketing communications, ensuring alignment with sales, marketing and communication objectives, utilising Salesforce.
- ▼ Monitor key performance metrics and marketing effectiveness, providing data-driven insights and recommendations to optimise sales and marketing ROI.
- ▼ Coordinate and contribute to the successful event management of corporate and project events.
- ▼ Comply with relevant government protocols relating to advertising, media liaison, social media and website production to manage risks associated with the marketing of Renewal SA its projects.
- ▼ Ensure all marketing and communications materials (printed and electronic) adhere to Renewal SA corporate and project brand style guides.

Key Relationships

Internal	
Who	Why
Manager	Receive guidance and instruction, seek clarification and advice, and report on progress against work plans.
Work Team	Participate in meetings, share information, and provide input on issues.

	Support team members and work collaboratively to contribute to achieving team outcomes.
Internal Stakeholders	Respond to queries, exchange information, and work collaboratively to resolve issues.
External	
Who	Why
Other Government Agencies	Establish networks and collaborative relationships across SA Government to share ideas and learnings and develop common responses to emerging issues.
External Stakeholders	Engage with relevant stakeholders to facilitate communication, provide expert advice, gather, and exchange relevant information.
Vendors/Suppliers/Consultants	Manage contracts for quality, on-time service delivery, compliance, and performance targets.

Key Challenges

- Managing multiple projects simultaneously while balancing competing demands and identifying key priorities to support marketing initiatives effectively across the organisation.

Qualifications and Technical Requirements

- Tertiary qualifications in Marketing, Communications or equivalent are desirable, or equivalent experience.
- Proficient knowledge of content management systems (Craft or similar), custom relationship management systems (Salesforce or similar), and social media scheduling systems is desirable.

Special Conditions

- Out of hours work may be required.
- Inter/intrastate travel may be required.
- The incumbent must meet the WHS responsibilities and accountabilities as set out in the Renewal SA WHS Policy commensurate with their role. This includes ensuring that any work undertaken by or on the behalf of Renewal SA, is undertaken in accordance with the WHS Act 2012, Regulations, Codes of Practice, and internal Specifications.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997
- The role is deemed a 'Position of Trust' pursuant to the standards required in the Australian Government Protective Security Policy Framework
- A current satisfactory National Police Clearance is required and renewed as per Renewal SA's policy.

Key Capabilities

The [Renewal SA Capability Framework](#) integrates the Renewal SA Strategic Plan and the South Australian Public Sector Values to define the capabilities we need to operate effectively. Our Framework is led by four principles that are critical themes and considerations that ensure safety, personal leadership, best practice, and our communities are at the forefront as we apply our capabilities.

All the capabilities within the Renewal SA Capability Framework are relevant for all employees. The below outlined capabilities are specifically needed to successfully perform the role.

Capability Group	Capability	Level	Behaviours
Culture and Collaboration	Communicate effectively	Intermediate	<ul style="list-style-type: none"> Use concise language to target messages and avoid overwhelming audiences. Structure communications to deliver the purpose with impact, using facts or insights, as necessary. Adjust communications according to the audience to find the right channels to maximise reach. Understand and apply better ways to use inclusive language and communicate in the voice of Renewal SA.
Strategy and Growth	Make an impact	Foundational	<ul style="list-style-type: none"> Understand and articulate the challenges and issues facing stakeholders. Show clear linkage between the problems needing resolution and the solutions developed. Be able to communicate the primary benefits of different solutions or paths of action. Demonstrate consideration for sustainability and environment impacts when discussing solutions.
Innovation and Agility	Support creativity	Intermediate	<ul style="list-style-type: none"> Engage in discussion and ideation with others to consider the merit of all ideas to find the best possible outcome. Find opportunities in your work or your team to trial new ideas and concepts. Trial new ways of generating ideas by researching and applying new ways of creative thinking. Encourage team to identify and discuss ways to improve the processes and systems used.
Solutions Focused	Apply business and commercial acumen	Foundational	<ul style="list-style-type: none"> Demonstrate basic knowledge of the commercial value of Renewal SA's operations. Identify the services that support your role their policies, and the processes for interactions with services. Understand common business functions and structures to navigate Renewal SA's operations. Demonstrate awareness of standard requirements for Renewal SA and state government (i.e. procurement).

Delegate

Role occupant

This position profile accurately outlines the expectations of the role.		<input type="checkbox"/>	I have read and understood the role and expectations of me.		<input type="checkbox"/>
Name			Name		
Title			Signature		
Signature					
Date	Click to enter a date.		Date	Click to enter a date.	