

## DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM



### Statement of Duties

<b>TITLE:</b>	Senior Project Manager
<b>POSITION NUMBER:</b>	425039
<b>DIVISION:</b>	Governance and Strategy
<b>BUSINESS UNIT:</b>	Brand Project
<b>LOCATION:</b>	Hobart
<b>EMPLOYMENT CONDITION:</b>	Fixed Term, Full-time – 2 years
<b>AWARD/CLASSIFICATION:</b>	Administrative & Clerical Employees Award, Level 10
<b>IMMEDIATE SUPERVISOR:</b>	Director Tasmania Brand Project

#### **PROJECT OBJECTIVE:**

The aim of the Tasmania Brand Project is to strengthen the Tasmanian brand through enhancing our island's advantages and mitigating our disadvantages in the minds of key stakeholders. The scope of the Project includes promoting and encouraging Tasmania as a great place to *Live, Work, Visit, Study, Invest and Trade*. This Project will accelerate the strengthening of the brand through providing government focus, leadership and support to Tasmanian companies, people and organisations.

The Project will also provide a point of linkage between the marketing efforts of different government departments (notably the Department of Economic Development and Tourism (DEDT) & the Department of Premier and Cabinet (DPAC)) and further leverage that spend.

#### **POSITION OBJECTIVE:**

Develop strategies and manage project activities that facilitate the positive development and enhancement of the Tasmanian brand through government and industry.

Provide marketing, communications and project management expertise to the Tasmania Brand Project to drive the successful fulfilment of the Project strategy.

#### **MAJOR DUTIES:**

- Develop the strategic plan for the Brand Project following consultation with all of the key stakeholders and in partnership with the Project Director.
- Develop a range of programs and initiatives to achieve planned project objectives and manage their implementation.
- Develop, implement and manage communication strategies that support the business operations of the Tasmania Brand Project.
- Engage with government departments and industry bodies to advocate for, and influence uptake of, the key messages around the Brand.
- Provide specialist marketing advice, support and guidance to the other staff within the unit who may contribute to the completion of programs when required.
- In the absence of the Project Director oversee and coordinate the day-to-day operations of the Project ensuring project deadlines and objectives are met, and responding to urgent matters as they arise.

- Develop a register of all planned ‘Visiting Journalists Programs’ within DEDT, DPAC and Brand Council and ensure that brand stories are leveraged between the different areas of government and industry.
- Act as an interface between the private sector and Government on matters relating to the development of the Tasmanian brand.
- Manage market research requirements to provide data for problem-solving and ongoing brand tracking performance measures.
- Maintain cooperative relationships with all other divisions of DEDT, DPAC, and the Brand Council as the main representative of industry.
- Develop a regular reporting system to provide timely and insightful feedback on the progress of the various programs within the overall Brand Project.
- Manage the daily accounts of the Project, alerting the Project Director to any discrepancies between the planned spend (budget) and the actual expenses.

#### **LEVEL OF RESPONSIBILITY:**

The Senior Project Manager is expected to maintain a high level of confidentiality and display independent judgement and initiative in undertaking the duties associated with this position.

The occupant is required to develop and manage a broad range of projects and initiatives that fall within the scope of the Project. This includes the management of specific financial project budgets and authority to approve expenditure items. The responsibilities of this position have a major effect on the successful operations of the Project and the incumbent is accountable for the quality and integrity of the advice provided.

Independence of actions in planning and autonomy in daily activities and short term priorities are required, with reference to the Project Director as necessary. The supervision of other administrative and technical project staff may be required.

The occupant is expected to contribute to the development of strategy and programs for the Project, and to take a lead role in providing support and specialist marketing advice to other team members to enable them to complete their work.

The position is responsible for maintaining a high degree of professional knowledge and awareness.

#### **DIRECTION / SUPERVISION RECEIVED:**

The Senior Project Manager will report to the Project Director and is expected to operate under broad direction and with limited supervision to achieve outcomes. The position will operate within a framework of relevant Government legislation, guidelines and policy.

#### **KNOWLEDGE AND SKILL (SELECTION CRITERIA):**

1. Demonstrated high level project management skills, including a proven ability to exercise independent judgement and prepare recommendations with respect to brand development strategies, market research, communications plans and marketing.
2. Demonstrated high level strategic, conceptual, analytical and planning skills, in order to solve problems and develop innovative solutions, concepts and strategies within the Project.
3. Demonstrated high level range of planning and management skills, including an ability to manage projects, organise promotional events, human, physical and financial resources.
4. High level interpersonal skills of liaison, presentation, consultation and negotiation and an ability to communicate both orally and in writing to a wide range of stakeholders within the Agency, the government and industry.
5. Sound knowledge and understanding of advertising and marketing principles, experience in the initiation and development of a creative communications campaign and experience in liaising with advertising agencies, media suppliers and research providers.

6. A strong knowledge of Tasmania, and what the brand encompasses.

## **QUALIFICATION AND REQUIREMENTS:**

### **Desirable Requirements:**

- Degree in business or marketing
- Current drivers license

## **OUR DIRECTION:**

The role of the Department of Economic Development and Tourism is to lead economic and industry development in Tasmania. We are the first point of contact for companies wishing to establish, relocate, diversify or expand business in Tasmania and jointly deliver marketing and development programs that drive benefits for Tasmania from national and international tourism. We also act as a conduit to State and Australian Government departments, local government and Tasmanian business.

Services to industry and business include: general information on the Tasmanian business environment and industry sectors; marketing Tasmania as a world-class tourism destination; helping businesses to: enter and expand markets outside the State, become more internationally competitive and to commercialise innovative products and services; and facilitation of business investment into Tasmania.

Sport and Recreation Tasmania aims to ensure all Tasmanians have the opportunity to participate in sport and recreation and share in the resulting benefits that accrue to individuals and our communities.

## **OUR PURPOSE:**

*'Working together to make Tasmania a prosperous, vibrant, and healthy community'*

## **WHY WE ARE HERE:**

To show Leadership for Tasmania and Tasmanians by:

- Being responsive to our clients' needs and helping them to achieve their goals
- Supporting them to succeed domestically and internationally
- Promoting investment and assisting people to seek market opportunities
- Improving their wellbeing and prosperity
- Advising on and implementing Government policy.

## **WORK ENVIRONMENT:**

The Department of Economic Development and Tourism is committed to high standards of performance in relation to Occupational Health and Safety and Diversity Management. All employees are expected to participate in maintaining safe working conditions and practise and promote and uphold the principle of fair and equitable access to employment/promotion, personal development and training and the elimination of workplace harassment and discrimination. The department is a smoke-free environment.

The working environment in the Department of Economic Development and Tourism is governed by:

### **State Service Principles**

The State Service Principles (the Principles) are contained in section 7(1) of the *State Service Act 2000*. Section 8 of the Act requires Heads of Agency to uphold, promote and comply with the Principles and section 9(13) of the Act requires employees to behave at all times in a way that upholds the Principles.

