



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING SPECIALIST
Position no:	50062413
Team:	[Audiences]
Department:	Marketing Regional & Local
Location:	Southbank
Reports to:	MARKETING MANAGER REGIONAL & LOCAL 50058283
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 6]
HR Endorsement:	17/03/2023

## Purpose

Implement and devise best practice local marketing and engagement campaigns for ABC content, products and services that align with ABC strategy and objectives.

## Key Accountabilities

- Provide comprehensive advice and recommendations to local senior management teams on brand and content marketing opportunities, and utilise primary data sources (Gfk ratings, Corporate Tracking and Google Analytics) to identify and articulate audience insights and opportunities for audience growth in Melbourne and Victoria, with a focus on digital platform growth.
- Under limited direction of the Marketing Manager, devise, present and report on the annual local marketing plan for ABC Radio Melbourne, in line with the broader ABC Marketing Plan and business plan.
- Conduct regular competitor analysis and use insights to inform marketing strategy and tactics.
- In collaboration with the ABC Radio Melbourne management and content teams, create content campaigns that can be optimised for social and digital platforms to drive awareness and engagement with target audiences.
- Draw insights and learnings from data that can be used to help inform executional roadmaps to drive audience acquisition and retention.

- Build engaging weekly newsletters to be distributed to audience database and collaborate with the Digital Marketing team to develop best practice for audience communications.
- Under limited direction, collaborate with local stakeholders to develop annual campaign calendar for ABC Radio Melbourne, initiating, prioritising and assessing opportunities based on strategic alignment and size of audience opportunity.
- Develop, brief and execute best practice cross platform campaigns end to end, that support corporate and divisional objectives.
- Build and maintain strategic partnerships, and coordinate key local events and activations to support branding and promotional opportunities for the ABC.
- Support the Marketing Manager in leadership including providing supervision, training and development to Marketing Coordinators as required. Contribute significantly to ad hoc marketing and projects as required.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

## Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge, and experience.
2. Demonstrated advanced experience in translating marketing strategy into effective executional plans.
3. Demonstrated advanced experience in creating engaging multi-channel content marketing campaigns to drive audience acquisition and retention.
4. Comprehensive knowledge and experience in generating, implementing, and tracking effective end-to-end marketing campaigns in line with strategic goals, leveraging data and insights to inform this work.
5. Considerable experience and skills in using social media and digital marketing platforms.
6. Advanced computer skills and experience using online design tools, content management systems, and Salesforce Marketing Cloud to create web pages and newsletters.
7. Advanced experience and ability to supervise, train and develop less experienced employees.
8. Demonstrated knowledge of current industry trends in online media, social media, podcasting and Radio coupled with thorough understanding of ABC content and the needs and interests of the target audience segments.
9. Advanced project management, planning and organisational skills with proven experience in managing generally complex project deliverables, timelines, and resources effectively, with the ability to think laterally and exercise sound judgement.
10. Excellent communication, interpersonal and negotiation skills with the ability to present ideas and information clearly and negotiate effectively.
11. Demonstrated advanced experience in stakeholder management, including the ability to build strategic internal and external relationships with a range of stakeholders with diverse ideas and objectives.
12. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent



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