

## A THRIVING REGION OF OPPORTUNITY WHERE OUR COMMUNITIES ENJOY A VIBRANT LIFESTYLE

### Senior Marketing Officer

<b>Division</b>	Economic Development	<b>Department</b>	Economic Development
<b>Reports To</b>	Head of Trade and Investment	<b>Direct Reports</b>	No

### Position Purpose

This position will support the Head of Trade and Investment in the delivery of targeted marketing and communication advice to promote the Regional Economic Development Strategy (REDS) and the core objectives of industry advancement and investment attraction.

### Key Responsibilities and Outcomes

#### Operational

As a marketing officer and member of the Economic Development department you will:

- Develop and implement marketing and communication strategies for industry advancement and investment attraction across a variety of local, regional and national marketing channels in support of the REDS.
- Undertake a range of assigned marketing and communications projects aligned to priority industries, region -shaping projects and trade and investment objectives/promotions.
- Establish and maintain positive and productive relationships with local, regional and national industry marketing channels as well as Council colleagues, Councillors and other key stakeholders.
- Prepare written material including presentations, speech notes, case studies/testimonials and talking points for public events and media interviews. Coordinate the preparation of video content and collateral to promote the region's capability and enhance its reputation.

#### Values

At Moreton Bay Regional Council our values shape the way we behave, how we interact with each other and our customers. They underpin our decision making and are our guiding principles. As a team member you will take individual accountability for demonstrating the values expectations and behaviours.

### Decision Making

**Budget** - Nil

**Delegations** - Delegations under the Local Government Act 2009 and as directed and published in Council's Delegation Register

### Knowledge & Experience

- Demonstrated experience developing and implementing marketing and communication strategies.
- Demonstrated strong project management and organisation skill with demonstrated ability to develop plans, coordinate actions, gain cooperation and deliver outcomes.
- Highly developed communication and interpersonal skills with the ability to communicate persuasively, engage in active listening, consult with a wide range of people at all levels of the Council, foster collaboration and cooperation, and facilitate small work groups.
- Sound business acumen including the ability to prepare professional business communications such as reports, presentations and project, planning and marketing documents.



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### Qualifications

- Recognised tertiary qualification and/or demonstrable experience relevant to marketing and/or communications.
- Current "C" Class Driver's Licence.

*This position description reflects a summary of the key accountabilities of the position, it is not intended to be an all-inclusive list of duties, steps and tasks. Leaders may direct employees to perform other duties at their discretion.*