



POSITION DESCRIPTION

POSITION TITLE:	Communications and Marketing Advisor				
POSITION NO:	103503	CLASSIFICATION:	Band 5		
DIVISION:	Advocacy and Engagement				
BRANCH:	Communications and Engagement				
REPORTS TO:	Senior Coordinator- Communications and Engagement				
POLICE CHECK REQUIRED:	Yes	WORKING WITH CHILDREN CHECK REQUIRED:	No	PRE-EMPLOYMENT MEDICAL REQUIRED:	No

Yarra City Council supports flexible and accessible working arrangements for all.

This includes people with a disability, Aboriginal and Torres Strait Islanders, culturally, religiously and linguistically diverse people, young people, older people, women, and people who identify as gay, lesbian, bisexual, transgender, intersex or queer.

We draw pride and strength from our diversity, remain open to new approaches and actively foster an inclusive workplace that celebrates the contribution made by all our people.

POSITION OBJECTIVES

- Provide support in the effective administration of Council's social media and digital communications channels by creating and generating content, planning and implementing campaigns and online advertising.
- Coordinate council's civic events and council launches.
- Assist in content creation for Council's channels including website, social media and print publications.
- Help drive Council's social media and digital marketing strategies
- Assist in the development and administration of Council's web and intranet sites.
- Provide administration assistance to the Communications and Engagement Unit as required.

ORGANISATIONAL CONTEXT

Yarra Council is committed to serving the community to the highest standards, protecting, enhancing and developing the City's physical and social environment and building the population and business base. A major imperative of the Organisation is the introduction of a best value framework with an emphasis on customer service and continuous improvement.

The Communications and Engagement Branch is responsible for enhancing and protecting Council's public image (internally and externally) through a range of measures and strategies. The team works closely with its sister units Customer Service and Social Policy and Research as well as with departments from across the organisation.

ORGANISATIONAL RELATIONSHIPS:

Position reports to:	Senior Coordinator Communications and Engagement
Internal Relationships:	Staff at all levels
External Relationships:	External designers, printers and distributors, residents, community and business groups, other councils and representatives from other levels of government.

KEY RESPONSIBILITIES and DUTIES:

- Support innovation and creative approaches to advancing Yarra's reputation and ability for Yarra's diverse community to connect with Yarra through digital communications.
- Assist with the delivery of communication and marketing plans which utilise a range of external and internal communication mediums including, but not limited to, video, web content, social media and photographs.
- Provide administrative and office support for the Communications Branch as needed.
- Plan and coordinate council's civic events program and council launches including Remembrance Day, Community Awards and capital works project.
- Create content for digital marketing strategies and provide advice on best practice.
- Undertake website administration including updating and editing where required.
- Attend key internal staff events (ie staff end of year celebration, awards ceremonies, important cultural dates) and arrange appropriate photography or video footage for publications, the Intranet and internal newsletters.
- Participate in all branch and team meetings as well as cross organisational groups recommended by the Coordinator.
- Actively participate in Council events that encourage staff and community wellbeing and engagement.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The Communications and Marketing Advisor is directly responsible to Manager Advocacy and Engagement for the provision of efficient and effective communications creation, support of Council's digital communication channels and delivery of council's civic events program

The freedom to act is limited by standards and procedures encompassed by the nature of the work assigned to the position from time to time. The work generally falls within specific guidelines, but with scope to exercise discretion in the application of established standards and procedures.

Safety and Risk

- Minimise risk to self and others and support safe work practices through adherence to legislative requirements and Council policies and procedures.
- Report any matters which may impact on the safety of Council employees, community members, or Council assets and equipment.

Sustainability

- Embrace the following Sustaining Yarra principles through day to day work:
 - Protecting the Future
 - Protecting the Environment
 - Economic Viability
 - Continuous Improvement
 - Social Equity
 - Cultural Vitality
 - Community Development
 - Integrated Approach

Yarra Values

- Behave according to the following values which underpin our efforts to build a service based culture based on positive relationships with colleagues and the community:
 - Respect
 - Teamwork
 - Innovation
 - Sustainability
 - Accountability
 - Integrity

JUDGEMENT AND DECISION MAKING

- For the Communications and Marketing Advisor the objectives of the work are well defined but the particular method, process or equipment to be used must be selected from a range of available alternatives.
- Guidance and advice are always available within the time available to make a choice.

KEY COMPETENCIES

(1) Specialist skills and knowledge

- Sound oral, written and digital communication skills.
- Research and analytical skills.
- Computer and digital skills including graphic design, desktop publishing and video production.
- An understanding of the long term goals of the Organisation (through the One Yarra Strategy, Gender Equity Strategy and Council Plan) as well as the goals of the Communications Unit and of the relevant policies of both the unit and the wider organisation.
- A demonstrated high level of competency in using Microsoft word processing, desktop publishing, database and video software packages.
- Ability to provide support in the management of website content management systems.
- Ability to provide support in the management of social media including content planning.
- Ability to plan and coordinate events.

(2) Organisational skills

- Ability to plan, prioritise and organise their own work schedule, in accordance with established timelines.
- Ability to cope with changing and conflicting demands.
- Ability to evaluate and recommend enhancements to digital and internal communications functions and processes.
- Ability to operate efficiently and effectively under pressure.
- Ability to demonstrate innovative approaches to work systems and procedures.

QUALIFICATIONS AND EXPERIENCE

- Some administrative experience in state or local government level or appropriate equivalent experience in the private sector is highly desirable.
- Event management and or digital marketing experience across any sector is highly desirable
- Completed training or studies in Communications or equivalent experience.
- Experience in managing social media or websites is highly desirable.

KEY SELECTION CRITERIA

- Demonstrated experience in creating content and campaigns for various channels and platforms.
- Highly developed computer and digital skills including, desktop publishing and video production.
- Ability to implement and evaluate digital marketing strategies.
- Excellent time and project management skills and proven ability to work under pressure and to tight deadlines.