

# Position Description

WORKING TOGETHER FOR A THRIVING COMMUNITY



<b>POSITION TITLE:</b>	Manager, Marketing
<b>POSITION NUMBER:</b>	5638
<b>DIRECTORATE:</b>	Corporate Services
<b>DEPARTMENT:</b>	Marketing Office
<b>CLASSIFICATION</b>	SPL 1
<b>REPORTS TO:</b>	Chief Marketing Officer
<b>DIRECTLY MANAGES:</b>	Senior Marketing and Promotions Specialist, Senior Design Officer, Marketing Design Officers, Marketing Officers, Advertising Coordinator
<b>KEY STAKEHOLDERS:</b>	Executive Directors, Business Unit Managers, Manager, Corporate Communications, Brand Manager, Community Engagement Coordinator, advertising agency and marketing suppliers, legal and procurement services, Councillors
<b>DATE:</b>	13/09/2024

## POSITION SUMMARY:

This role exists to lead and drive transformational change for the marketing function for the City of Greater Geelong to ensure that our organisation strategy is delivered. This role will focus on building capability through innovative and leading marketing strategies that align with the City's ambitious goals.

Reporting to the Chief Marketing Officer and overseeing a team of marketing officers and graphic designers the Manager, Marketing will be responsible for the development and execution of initiatives designed to increase brand relevance, enhance community and customer engagement and accelerate transformational change. provide strategic planning, campaign and events marketing, and design services to deliver effective and engaging communications to our customers.

Supporting the Chief Marketing Officer the Manager Marketing will assist in transforming the marketing function across the whole of the organisation, including the development and delivery of a new business partnering model, service level agreements, capacity and capability building and transformational roadmap to achieve the City's aspiration of being the highest performing Council in Australia and best to work for. The role is responsible for strategic marketing planning, campaign and events marketing, and design services.

As a people leader, the Manager is also accountable for providing highly effective leadership both within their team and across the organisation, ensuring they role model Council values to the highest level.

## ABOUT US:

The Corporate Services Directorate is focused on leading the organization to become a high performing organisation and governing the City of Greater Geelong with excellence. It includes Finance, IT, People and Culture, Transformation, Legal, Council and Executive Services, Customer Service, Marketing Office and Governance and Risk.

The Marketing Office exists to engage, communicate and promote services and activities with our customers, enhance the service experience and build and protect our Brand reputation to achieve our organisations aspiration of being known as the highest performing Council in Australia and best to work for. The team consists of Community engagement, internal communications, media and corporate communications, brand, customer experience and marketing.

Visit our website to read about the [City of Greater Geelong](#), [our values](#), and [our vision and strategy](#).

## KEY POSITION RESPONSIBILITIES:

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### Specialist Work

- **Lead Transformational marketing strategy and initiatives:** Spearhead and implement inaugural whole of City of Greater Geelong marketing strategy to support the Council Plan and organization strategy, covering digital, print, outdoor advertising as well as activation campaigns fostering a culture of innovation and adaptability.
- **Innovation focus:** Identify and implement new marketing trends, technologies and strategies to enhance customer experience and optimise marketing performance. Drive creative campaigns that leverage advanced data analytics, AI and digital tool
- **Campaign Management:** Lead a team of marketing specialists to develop and implement multi-channel campaigns to promote council services and key initiative, ensuring consistent messaging across all platforms.
- **Brand Evolution & Management:** Ensure that the City of Greater Geelong's brand suite is consistently represented across all communications and is aligned with our brand values and positioning. Lead the evolution of the brand in marketing programs to ensure relevance in the community and staff are engaged.
- **Data driven decision making:** Use insights and data analytics to guide marketing decisions, optimising campaigns and improving ROI. Continuously track and report on KPI's to measure success.
- **Customer-centric approach:** Develop and execute plans that deeply understand and anticipate customer needs, driving loyalty and engagement through personalised and innovative marketing solutions. Contribute to development of customer strategy and business requirements for the development of new CRM system.
- **Change Management:** Play a pivotal role in change management processes, ensuring that marketing teams are equipped to handle shifts in processes, ways of working and technology.
- **Budget Management:** Oversee marketing budgets, ensuring the effective allocation of resources to maximise ROI and drive efficiencies for the City of Greater Geelong.

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### People Leadership

- Support the team to deliver on the strategic goals, by implementing solutions that make the goals accessible and relevant for operational success.
  - Reinforce the team's common goals and key priorities by involving relevant stakeholders and team members in decision making.
  - Mentor and guide team members in building professional competence and collective knowledge.
  - Support change initiatives and contribute to the business unit's culture to ensure it is inclusive, customer focused, results driven and accountable.
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**Organising Resources & Planning**

- Align work activities to the department Business Plans and Strategy, supporting implementation and balancing value for our community and customers, within financial and resource constraints.
- Monitor, report, and utilise accurate data to track work progress and improvements against plans and budgets.
- Implement systems, processes, and workflows to deliver results, ensuring relevant policies, governance mechanisms, and regulations are adhered to.
- Coordinate with stakeholders on delivering goals and outcomes, meeting deadlines, and driving continuous improvement and quality outcomes.

The above information is graphically depicted in the **Position Balance** graph below. It shows the approximate degree of time one may require dedicating towards people leadership, organising resources/ planning and specialist work. The time horizon indicates the timeframes the important tasks in this job may take to create an impact on the organisation indicating the level of strategic thinking and impact

People Leadership 10 – 30%	Organising Resources & Planning 10 – 20%	Specialist Work 55 – 75%
Time Horizon 1 – 2 years		

**SELECTION CRITERIA:**

*We embrace diversity and encourage applicants to apply, even if they don't meet all the criteria. We value different experiences, unique skills and believe in providing opportunities for growth.*

REQUIRED	DESIRABLE
<b>Education and Experience</b>	
<ul style="list-style-type: none"> <li>• A tertiary qualification in Marketing/ Strategy/ Business Administration or relevant field.</li> <li>• 10+ years' experience in marketing, with at least 3 years in a senior marketing role.</li> <li>• Proven experience leading marketing efforts during periods of transformational change.</li> <li>• Strong track record of innovation, particularly in the adoption of new marketing technologies, digital tools and customer engagement strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in public service or agency environment.</li> </ul>
<b>Skills and Knowledge</b>	
<ul style="list-style-type: none"> <li>• Expertise in digital marketing, content marketing and brand strategy.</li> <li>• Strong understanding of marketing analytics, customer segmentation and data- driven marketing strategies.</li> <li>• Demonstrated people skills to support, influence, and collaborate with relevant stakeholders including senior management.</li> </ul>	<ul style="list-style-type: none"> <li>• Solid experience in working with IT staff to develop CRM platform.</li> </ul>

REQUIRED	DESIRABLE
<ul style="list-style-type: none"> <li>• Well-developed writing, presentation, and speaking skills to align with stakeholders and achieve support for task outcomes.</li> <li>• Well-developed problem solving and stakeholder management skills with the ability to build collaboration and partnerships.</li> <li>• Tactical marketing and communication skills, including influencing stakeholders to achieve support to deliver outcomes.</li> <li>• Demonstrated experience in the effective management of and application of brand(s).</li> <li>• Demonstrated experience in overseeing digital platforms inclusive of social media accounts, website and direct customer marketing (such as EDMs).</li> <li>• Demonstrated experience working with event organisers, marketers, key stakeholder groups and the general community.</li> </ul>	
Licenses or Checks	
<ul style="list-style-type: none"> <li>• Working with Children Check</li> <li>• Police Check</li> <li>• Valid Driver's license</li> </ul>	<ul style="list-style-type: none"> <li>• Other non-essential Licenses or Checks</li> </ul>

## APPENDIX 1: ADDITIONAL GENERAL INFORMATION:

### General Expectations

- Behave according to the City's values and expectations.
- Behave according to the City's Leadership capability framework which specifies the behaviours for being an effective team member.
- Adhere to the Council's policies and procedures and carry out duties as deemed reasonable and relevant to this position.
- Understand and adhere to relevant Delegations and Regulations applicable to this role.
- Participate in building ethical organisational culture, by preventing, detecting and reporting fraud and corruption.

### Child Safety Responsibilities:

We are committed to being a child-safe organisation and have zero-tolerance for child abuse. We have specific policies, procedures, and mandatory training in place to support employees, volunteers, and contractors to achieve and adhere to these commitments. Please read our [Child Safe Standards Management Policy](#).

### Diversity and Inclusion

At the City we want a workforce that reflects the community we live in. We welcome and embrace everyone, all people with their own unique experiences, and support and encourage all our employees to do their best work, have equal access to opportunities and a just working environment. For this reason, we particularly welcome and encourage applications from First Nations people, people with diverse cultural and linguistic backgrounds, from the LGBTQIA+ community, people with disability and people of all genders, ages and diverse experience.

### Risk Management and Occupational Health, Safety & Wellbeing (HSW) Responsibilities:

- Promote and lead a positive occupational health, safety and wellbeing culture by demonstrating a positive commitment to HSW.
- Understand and comply with all City of Greater Geelong HSW policies, procedures, and legislative requirements relevant to the position.
- Take responsibility for own safety, perform work in a safe and appropriate manner, ensure understanding of any hazards and risks that may be present.
- Ensure behavior does not interfere with the HSW of others, including discrimination, bullying or harassment.
- Proactively report any incidents, injuries, hazards, or unsafe work practices.
- Complete all mandatory and recommended HSW training as scheduled.

The following general physical, functional, and psychosocial requirements may apply to this position. [Specific physical requirements will be attached if applicable.](#)

Physical and Functional Requirements	Psychosocial Requirements
<ul style="list-style-type: none"><li>• Some manual handling tasks.</li><li>• Prolonged periods of inactivity, e.g., sitting at the computer.</li><li>• Regular keyboarding associated activities.</li></ul>	<ul style="list-style-type: none"><li>• Dealing with politically sensitive information</li><li>• Managing demanding stakeholders and/or some exposure to stressful situations.</li><li>• Demanding deadlines, requiring working longer hours or over weekends.</li><li>• Undertaking decisions that can make lasting impact to the organization and community.</li></ul>