

# Position Description

WORKING TOGETHER FOR A THRIVING COMMUNITY



<b>POSITION TITLE:</b>	<b>Marketing &amp; Project Officer</b>
<b>POSITION NUMBER:</b>	2489
<b>DIVISION:</b>	Community Life
<b>DEPARTMENT:</b>	Leisure & Recreation Services
<b>CLASSIFICATION:</b>	Band 6
<b>REPORTS TO:</b>	Marketing and Communication Coordinator
<b>DIRECTLY MANAGES:</b>	N/A
<b>INTERNAL LIAISONS:</b>	Leisure and Recreation Services management team, CoGG media team, Centre Managers & staff, departmental, divisional and other Council staff
<b>EXTERNAL LIAISONS:</b>	Members and customers, suppliers, graphic designers, printers, community groups, industry associations, consultants and contractors, sponsors, staff from other Councils and government departments.
<b>DATE:</b>	June 2023

## POSITION OBJECTIVES:

This position assists the Marketing and Communication Coordinator to drive and implement traditional and digital marketing campaigns, communication plans, and events. It supports a variety of business development projects, initiatives and identifies opportunities for business improvements. The position ensures the quality, consistency, integrity and governance of the Swim, Sport and Leisure brand is maintained and support Leisure and Recreation departments with artwork, communication and marketing administration.

## POSITION RESPONSIBILITIES:

### Key Responsibilities:

1. Assist the Membership & Customer Coordinator with campaign development, brand management and rollout of marketing strategies, programs and action plans.
2. Assist in the development of social media content, creating graphics and video content for social media, eDM newsletters and website landing pages.
3. Assistance in the governance of Swim Sport & Leisure brand.
4. Develop and maintain up to date Leisure and Recreation department website content
5. Administer and facilitate marketing and communication software programs.
6. Adhere to all Council's policies and procedures as relevant to this position.
7. Carry out other duties as deemed reasonable and appropriate to the role as directed from time to time including responding to communications needs outside of business hours on some occasions.

### Values:

Our values represent who we are and who we aspire to be. They are the tools to create the workplace culture we want. We are all accountable for this.

- Respect and encourage each other
- Create a healthy and safe environment for all
- Embrace new ideas and better ways to work
- Make people the centre of our business

**Risk Management and Occupational Health & Safety Responsibilities:**

- Understand and comply with Council OHS policies, procedures and legislative requirements relevant to the position.
- Perform work in a safe and appropriate manner.
- Ensure behaviour does not discriminate, bully or harass others.
- Take responsibility for own safety and that of others.
- Proactively report any incidents, injuries, hazards or unsafe work practices.

The following general physical and functional requirements may apply to this position. Specific physical requirements will be attached if applicable.

- Manual handling tasks.
- Prolonged periods of inactivity eg. sitting at the computer.
- Regular keyboarding associated activities.
- Long / short distance travel between sites.
- Dealing with difficult clients and situations.
- Demanding deadlines.

**CHILD SAFE:**

City of Greater Geelong is committed to being a child safe organisation and has zero tolerance for child abuse. The focus of our work is on children under the age of 18. We recognise our legal and moral responsibilities in keeping children and young people safe from harm and promoting their best interests. We have specific policies, procedures and training in place to support employees, volunteers and contractors to achieve these commitments. We create environments where all children have a voice and are listened to, their views are respected and they contribute to how we plan for, design and develop our services and activities.

We are committed to:

1. Preventing child abuse occurring within our services, programs and facilities.
2. Creating an organisational culture of child safety.
3. Setting clear expectations of employees, volunteers and contractors as to what is required to keep children safe.
4. Ensuring employees, volunteers, contractors are clear about their responsibilities when they suspect abuse of a child.
5. Ensuring all suspected abuse is reported and fully investigated.

**KEY SELECTION CRITERIA:****Qualifications:**

- Tertiary qualifications in Marketing, Communications, Graphic Design or Business or relevant experience in the above fields.
- Current Working with Children's Check

**Essential:**

- Strong writing skills across various marketing mediums
- Demonstrated experience or understanding of brand management and style guidelines, marketing strategy and how this applies to planning.
- Demonstrated ability to develop marketing collateral and communications plans and have a commitment to deliver projects on time and within budget.
- Strong experience in the digital environment relating to websites, e-newsletters, social media and content generation.
- Excellent written communication and interpersonal skills.
- Experience fostering positive relationships with internal staff at all levels and external parties.
- Ability to work independently with proficient time management and organisational skills.

**Desirable:**

- Digital advertising experience and/or experience including digital promotions and video production
- Graphic design skills and/or experience
- Experience or interest in the leisure and recreation industry

**ACCOUNTABILITY AND EXTENT OF AUTHORITY:**

- Assist with the development and implementation of marketing plans and strategies for the SSL brand, in line with the Leisure and Recreation Services department's vision.
- Provide support and advice to SSL staff in relation to marketing, promotions, signage, retention, loyalty and sales activities.
- Work with the Leisure and Recreation management team to ensure that all marketing and promotional needs are met within agreed timelines.
- Extent of authority and accountability is governed by clear objectives with regular reporting and monitoring mechanisms to ensure adherence to goals, objectives, quality standards and performance indicators.
- Accountable for creating and capturing accurate and complete records of the business activities related to this position, in accordance with approved policy and procedures. This is applicable to both hardcopy and electronic information, including email.

**JUDGEMENT AND DECISION MAKING:**

- Manage relationships and provide solutions to internal and external clients and creative production service providers.
- Assist with the development and implementation of tactical marketing and communication plans for the SSL brand.
- Plan and deliver projects and promotional activities.
- Establish, develop and maintain systems and procedures used within the unit. Initiate improvements and enhancements of the units work practices and procedures as required.
- Manage SSL artwork for production, as delegated.
- Assist in the expenditure and management within the approved marketing budget.
- Develop appropriate responses and solutions to marketing issues in order to meet SSL customer demands. Ability to make decisions (within authority levels) relating to marketing for the SSL brand.
- Participate in a team approach whilst exercising a high level of analytical and problem solving skills used in developing improvements in practices.
- The position will be required to resolve complex problems, deal effectively with new situations and make judgements with guidance not always available. The position is required to identify and analyse a range of policy options and develop recommendations to address emerging issues.

**SPECIALIST SKILLS AND KNOWLEDGE:**

- Demonstrated experience in the development, implementation, evaluation and reporting of marketing, retention and loyalty projects and strategies.
- Ability to provide strategic input, direction and specialist advice to council and the community in relation to visual communications and marketing.
- Understanding of the departments long term goals and policies involving an appreciation of wider organisational goals.
- Strong attention to detail.
- Knowledge of the leisure industry and practices.
- Understanding of and ability to manage budget preparation, planning and reporting.
- Proficient computer skills using a range of technologies. Ability to use Microsoft Word, Excel, PowerPoint and the Web required.
- Possession of well-developed skills with the Microsoft Office Suite, Point of Sale, bookings and other relevant software.
- Ability to use Office PC's for word processing, preparation of spreadsheets and databases.
- Well-developed written and verbal communication skills.

**MANAGEMENT SKILLS:**

- Ability to manage marketing projects and programs.
- Ability to manage own time, set priorities and achieve targets in the completion of a diverse range of activities and complete projects and budgets within set timeframes.
- Ability to provide direction and advice to staff at all levels of the departments.
- Ability to adapt to changing priorities.
- Ability to work with limited supervision.

- Encourages innovation and initiative.
- The ability to work in an autonomous capacity and as part of a team.
- Ability to understand, implement and ensure staff compliance with Industrial Awards, Equal Employment Opportunity and Occupational Health & Safety.

**INTERPERSONAL SKILLS:**

- Ability to liaise with external agencies to ensure marketing expectations and deadlines are achieved.
- Excellent interpersonal skills, including the ability to represent the City of Greater Geelong and foster positive relationships with external parties.
- Ability to demonstrate passion and motivation to influence and drive marketing and retention initiatives amongst staff.
- Excellent oral communication skills to effectively enable professional communication with internal and external customers, including the ability to discuss and resolve specialist problems.
- Strong written communication skills to effectively prepare clear and concise reports and correspondence on matters relating to operation of this position.
- Ability to build a cooperative and productive work environment for staff.
- Highly developed customer focused approach.
- Ability to demonstrate Integrity, Responsibility, Innovation and Respect in all aspects of the position.