

Department of State Growth

Statement of Duties

Position Title:	Marketing Officer
Position number:	371125 & 005667
Award/Agreement:	Tasmanian State Service Award
Classification level:	General Stream Band 4
Division/branch/section:	Road User Services/ Road Safety
Location:	Hobart
Employment status:	Flexible
Supervisor:	Marketing Manager Road Safety

Position Objective

Ensure that the administrative, clerical support and marketing and public relations activities are effectively undertaken to support the delivery of the road safety marketing and public relations program through the Road Safety Advisory Council (RSAC). Provide research support for projects and liaise with key stakeholders on road safety issues as required.

Major Duties

- Provide administrative support including: production of correspondence, meeting papers and internal memorandums, distribution of minutes and arranging meetings, conferences, etc.
- Co-ordinate and facilitate marketing and public relations activities and other events including state-wide events and festivals.
- Assist with the management of financial and physical resources associated with the delivery of the road safety marketing and public relations functions of the RSAC.
- Research, and prepare draft media releases and briefing notes with up to date statistics and information for all media and other public relations activities of the RSAC, in consultation with other areas of the Department.
- Assist in identifying marketing and public relations opportunities. Conduct research and analysis for specific projects, advertising and public relations campaigns as required.
- Process, and follow up on public and internal enquiries for the RSAC including management and timely updates of the RSAC website, respond to email enquiries, correspondence, and telephone enquiries. Refer complex matters to the Marketing Manager Road Safety where necessary.
- Develop and maintain positive relationships with key stakeholders including advertising agency, partners and potential partners to ensure delivery of required outputs.

Scope of Work: (Responsibility, Decision-Making and Direction Received)

The occupant is required to have flexibility, creativity and initiative in developing media releases and briefs, material for meetings and to be responsible for the accuracy of such activities. Meeting deadlines and shifting priorities are frequently required.

The occupant is required to work under routine daily supervision and direction of the Marketing Manager Road Safety in accordance with procedural guidelines.

Selection Criteria (Knowledge and Skills):

- High level interpersonal, negotiation and oral communication skills and ability to build and maintain productive and effective relationships with key internal and external stakeholders.
- Experience in the co-ordination and administration of marketing and/or public relations activities.
- High level attention to detail, initiative, and organisational skills with the proven ability to set priorities, meet deadlines and work in a pressured environment under limited supervision.
- High level written communication skills including the ability to prepare media releases, briefing notes and reports for a variety of audiences.
- Well-developed information technology skills utilising the Microsoft Office suite of programs, web-based media and ability to quickly acquire knowledge of Agency financial and records management packages (Technology One Financials and HPE Content Manager).

Position Requirements

Pre-employment

- *Nil*

Essential

- Nil

Desirable

- A current driver licence.
- A degree or tertiary qualification in a relevant discipline.
- Relevant experience in marketing or a related field.

Working at State Growth

The Department of State Growth works to grow our economy and provide opportunities for all Tasmanians. We provide support and strategy advice in relation to key economic drivers including energy, industry sectors, resources, regulation and infrastructure. We support the delivery of a range of public services and have a strong focus on investment attraction and the development of innovative strategies that drive state growth.

The [department's website \(http://www.stategrowth.tas.gov.au/\)](http://www.stategrowth.tas.gov.au/) provides more information.

Our department is a diverse, inclusive and flexible workplace that enables our people to contribute to their full potential. We value the diverse backgrounds, skills and contributions of all employees and treat each other and our clients with respect.

State Growth is a values-based organisation. Our aim is to attract, recruit and retain people who will uphold our values and are committed to building a strong values based culture. Our values and behaviours reflect what we consider to be important, that is

Our people who are at the heart of the organisation; *our decisions* which are based on sound principles; and *our clients* who are at the centre of what we do.

We have the **Courage to Make a Difference** through:

- **Teamwork** – our teams are diverse, caring and productive
- **Respect** – we are fair, trusting and appreciative
- **Excellence** – we take pride in our work and encourage new ideas to deliver public value
- **Integrity** – we are ethical and accountable in all we do

We are committed to high standards of performance relating to Workplace Health and Safety and all employees are expected to participate in maintaining safe working conditions and practices. State Growth has zero tolerance to violence, including violence against women and any form of family violence. We will take an active role to support employees and their families by providing a workplace that promotes their safety and provides the flexibility to support employees to live free from violence.

All employees are responsible for ensuring that the standards of behaviour and conduct specified in the State Service Principles and Code of Conduct are adhered to (*State Service Act 2000*). These can be located at State Service Management Office (www.dpac.tas.gov.au/divisions/ssmo)
