



POSITION DESCRIPTION

POSITION TITLE:		Campaigns and Digital Marketing Officer			
POSITION NO:		103503	CLASSIFICATION:		Band 5
DIVISION:		Advocacy and Engagement			
BRANCH:		Digital Communications and Marketing			
REPORTS TO:		Social Media and Content Lead			
POLICE CHECK REQUIRED:	Yes	WORKING WITH CHILDREN CHECK REQUIRED:	Yes	PRE-EMPLOYMENT MEDICAL REQUIRED:	No

Yarra City Council is committed to being a child safe organisation and 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

- Develop and deliver dynamic, creative and effective digital communications and marketing campaigns, activities and content that are engaging and best practice.
- Plan, create and implement content for cross-platform campaigns (social media, organic and paid), email marketing (eDM), website and print) to drive awareness, traffic, engagement, education and positive sentiment.
- Advise, plan and deliver on key organisational programs, services and events (e.g. Carols, Remembrance Day) requiring external communications and promotion, through sound project management and strong stakeholder relationships with internal partners.
- Foster innovative and creative communication approaches to advance Yarra's reputation and support Yarra's diverse community to connect with programs and activities.
- Provide support in the effective administration, processes and best practice of Council's social media and digital communications channels.

- Support the implementation and ongoing measurement and evaluation of Council's social media, eDM and digital marketing strategies to improve reach and engagement.
- Lead and coordinate all aspects of Council's annual Community Awards program, including promotion, nominations, evaluation process, and award ceremony.
- Contribute to internal promotion related to Yarra campaigns.
- Assist in the content management of Council's web and intranet sites.
- Apply sound political judgement, creativity and initiative in all areas of the role.
- Be available to assist with other general communications projects where required by the Group Manager, Senior Coordinator or Social Media and Content Lead.
- Provide administration assistance to the Advocacy, Engagement and Communications Division as required.
- Contribute to an open, creative and high achieving team environment that supports Council's One Yarra and Council Plan objectives and values, encourage other staff to communicate to the highest level, and meets all relevant customer responsiveness targets and OHS requirements.

ORGANISATIONAL CONTEXT

Yarra Council is committed to serving the community to the highest standards, protecting, enhancing and improving community wellbeing.

The Advocacy, Engagement and Communications Branch is responsible for enhancing and protecting Council's public image (internally and externally) through a range of best practice communications, marketing and engagement strategies.

ORGANISATIONAL RELATIONSHIPS:

Position reports to:	Social Media and Content Lead
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:

Campaigns:

- Plan, implement and evaluate strategic cross-platform communications and marketing campaigns that bring to life council services and programs, as well as the annual content calendar, including key events, festivals, days of recognition, and key council dates.
- Drive strategic and creative approaches to advance Yarra's reputation through integrated campaigns across a range of external and internal communication channels including, but not limited to, social media, eDM, video, web and print.
- Measure, evaluate, optimise and report on all communications and marketing campaigns and activities.
- Provide sound advice and best practice solutions to internal stakeholders and other communications staff about external communications content and campaigns (social, eDM, web, news articles and print collateral).

eDM:

- Facilitate the creation of the fortnightly email newsletter, Yarra Life.
- Support key eDM strategies across the organisation.
- Support the management of the Email Marketing Software and databases.
- Support the implementation and ongoing measurement and evaluation of Council's eDM strategy to increase growth and improve engagement.

Content creation:

- Research, write, edit and create content and campaign elements including social media, news stories, web content, print publications, collateral.
- Manage the design, or briefing, of compelling content assets, including social media assets, videos, animation, copywriting and creative design.
- Foster compelling storytelling to create dynamic, engaging, accessible and on brand content across targeted channels.
- Maintain accessibility standards, ensuring content caters for all audience segments and abilities.

Social media

- Proactively support the Social Media and Content Lead to implement the social media and content strategy, via organic and paid tactics.
- Providing support and digital advice to Communications staff across the Division and sub-brands (Yarra Leisure, Yarra Libraries, Yarra City Arts and Youth).
- Support the adoption of social media processes and guidelines for use by Communications and Customer Service staff.
- Track, measure and analyse social media (organic and paid).
- Support community management across social and digital platforms, including proactively developing responses to political and sensitive issues, including afterhours support from time to time.
- Cultivate a risk mindset, by staying abreast of political and sensitive community issues.
- Enforce the community social media guidelines, ensuring a safe environment for all users who engage Yarra's social channels.

Civic Events:

- Lead and coordinate all aspects of Council's annual Community Awards program, including the promotion to seek nominations, establishment and manage of Councillor Committee and internal nominations review panel.
- Plan, implement and evaluate a strategic cross-platform marketing campaign to successfully promote the Community Awards, drive nomination submissions across a range of categories, and celebrate winners via a Awards Ceremony. Promote council's civic events including Remembrance Day, Carols, January 26 and Sorry Day.

General Communications:

- Undertake website administration including developing, updating and editing content.
- Provide project management services and advice on key communication and marketing projects including external and internal communications.
- Collaborate with the broader Advocacy, Engagement and Communications Division to provide advice, support and add value to their projects.
- Provide advice and support to staff across the organisation on external communications strategy.
- Provide administrative and office support for the Advocacy, Engagement and Communications Division as needed.

Team culture stakeholder management and relationship building:

- Contribute to a high level of customer service which the Digital Communications and Marketing team endeavours to provide to internal stakeholders.
- Proactively build relationships with internal stakeholders and identify opportunities on how to better collaborate.
- Provide strategic advice and guidance about external communications content (web, social, news articles, edms, print collateral) to members of the Advocacy and Engagement Division.
- Participate in all Division and team meetings as well as cross organisational groups recommended by the Senior Coordinator.
Actively participate in Council events and cross-organisational groups that encourage staff and community wellbeing and engagement.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The Campaigns and Digital Marketing Officer is directly responsible to Social Media and Content Lead for the provision of efficient and effective communications creation, support of Council's digital communication channels and promotion of council's civic events program.

- This role is directly accountable to the Social Media and Content Lead for delivery of the key projects identified in "Position Objectives".
- The responsibility of this role is to provide specialist advice to internal clients, the freedom to act is subject to regulations and policies and regular supervision. The effect of decisions and actions taken on individual clients may be significant but it is usually subject to appeal or review by more senior employees.

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.
- Yarra City Council is committed to prioritising and promoting child safety. We adhere to the Victorian Child Safe Standards as legislated in the Child, Wellbeing and Safety Act 2005 and have robust policies and procedures in order to meet this commitment.

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:

- Accountability
- Respect
- Courage

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.

SPECIALIST SKILLS AND KNOWLEDGE

- Research and analytical skills.
- Computer and digital skills including graphic design, desktop publishing and experience in video content creation is preferred.
- Skills in utilising project management software such as Monday or Asana.
- 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.
- 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.

MANAGEMENT SKILLS

- Ability to plan, prioritise and organise their own work schedule, in accordance with established timelines.
- 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.
- Achieve specific objectives within available resources and timetable

INTERPERSONAL SKILLS

- Sound oral, written and digital communication skills.
- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of well-defined activities
- Ability to write reports in field of expertise and/or prepare external correspondence

QUALIFICATIONS AND EXPERIENCE

A tertiary qualification in public relations, communications, journalism or a related discipline or lesser formal qualifications with work skills and relevant experience.

KEY SELECTION CRITERIA

- Experienced and savvy marketer who knows how to plan, implement, measure and evaluate creative and strategic campaigns that reach a diverse audience across a range of channels and platforms, with a digital first approach.
- Demonstrated experience in the planning, creation and implementation of a wide variety of marketing content (including web, social, edm, news articles, video, animation and print).
- A creative thinker with the ability to bring a campaign to life through storytelling, integrated with topical research, reports or findings to increase audience engagement.
- Demonstrated experience in managing social media management platforms (preferably Sprout) and eDM platforms (preferably Campaign Monitor). And ideally experience with Facebook Business Manager, website CMS systems (preferably Sitecore), and Adobe Creative suite.
- Ability to collaborate and build strong relationships with stakeholders at all levels, and ability to navigate complex work and political environments.
- Highly developed time and project management skills and proven ability to work under pressure and to tight deadlines.