

Job title: Coordinator Marketing and Communications	
Classification: Band 8	Effective Date: 1 February 2025
Reports to: Manager Communications, Advocacy and Investment	Tenure: Permanent

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration	Respect	Excellence	Accountability	Trust
We work flexibly together to achieve outcomes and solve problems.	We actively listen, value diversity and care.	We adapt, respond, learn and grow.	We take responsibility and follow through on our promises.	We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

The position aims to inform, connect and advocate for the Whitehorse community and the Whitehorse workforce. This role drives, develops and implements business development, sales and sponsorship and marketing strategies to increase awareness, engagement and utilisation of Council's services. It does this by using data-driven insights to develop contemporary business development and marketing practice. The role is responsible for leading a centralised and integrated marketing and business development function for Council and responsible for driving revenue, KPIS and increasing utilisation across a range of community services and other services.

Scope of work includes: Drive revenue, sales and KPIS for key front-line services including The Round, Arts and Culture, Aqualink and Leisure and other community services. Develop business development and marketing plans to generate maximum revenue and participation in council services and events. Build Council's reputation through digital and traditional marketing strategies.

Key Responsibilities

Position Specific Responsibilities

- Lead a team in developing strategic business development, marketing plans to drive revenue, meet KPIS and increase utilisation of The Round, Arts and Cultural Services, Aqualink and Leisure and other Council services.
- Manage the marketing budget and allocate resources to maximise service uptake and awareness.
- Manage channel strategies and publications for the Council, such as social media strategy.
- Develop strategies to drive revenue and audience growth.
- Lead the forward planning of all business development and marketing activities across Council.
- Lead marketing and communications capability building activities across the organisation.
- Builds collaborative partnerships across Council, in particular Community Services.
- Develop and maintain a strategic approach to stakeholder engagement.
- Evaluate marketing and communications campaigns and drive a culture of data-led decision making.
- Develop complex strategic communications plans as required.
- Develop marketing targets and KPIs to achieve desired commercial outcomes.

Corporate Responsibilities

- Ensure team members follow all Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement; and model exemplary compliance.
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.

- Identify and develop changes to policy and procedure in areas of responsibility.
- Ensure that risk management principles are adopted in all decision-making processes within the team.
- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Apply sound financial management techniques to team budget processes.
- Provide equitable and sound supervision of staff, (including ensuring appropriate training, development and motivation) to ensure that team KRA's are met and contribute to the strategic objectives of the team.
- Promote great organisational culture, team cohesion and morale. Ensure appropriate care and use of assets and equipment.
- Support, enable and encourage strategies and actions identified in Council's Gender Equality Action Plan (GEAP) to improve workplace gender equality.
- Champion a safe environment for children and young people in accordance with Council's commitment to Child Safety.

Accountability and Extent of Authority

Budget: The position is responsible for managing a marketing budget of up to approximately \$500K.

Staff responsibility: The position is responsible for the management of the Marketing and Communications team.

Judgement and Decision Making

- The position has a high degree of autonomy and is expected to exercise sound judgment in when to progress matters, when to escalate and where sensitivities or reputational risk lies.
- The position is expected to follow established approval chains for communications and media, especially communications on behalf of the CEO or Executive.
- The position is expected to lead projects and follow timelines, allowing for publication cycles and executive and Council meeting cycles and approvals.
- The position is accountable for ensuring the team maintains efficiency, productivity and excellence, while driving improvements and change in line with Council's transformation agenda.

Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields

- Knowledge of local government operations and applicable legal and regulatory requirements an advantage.

Qualifications and Experience

Qualifications/ Certificates /Licences:

- Formal, degree-level qualification in Business Management, and/or Marketing equivalent experience; and at least five years' professional experience in one of these fields.

Technology

Contemporary Microsoft applications including Outlook and MS Teams are essential.

Adobe Creative Suite is not essential but would be highly regarded.

HPCM, Asana, Drupal CMS, social media scheduling tools will all be highly regarded.

Interpersonal Skills

- Outstanding communication and interpersonal skills to formulate effective working relationships with and to inspire the confidence across all levels of organisation.
- Highly developed problem-solving skills with the ability to effectively manage complex and sensitive situations applying sound judgement and discretion
- Highly developed engagement, negotiation and influencing skills.
- High self-awareness and capacity to build trust and gain the confidence of others.
- A personal style that models integrity, equity, fairness and transparency.
- Proven ability to manage a dynamic workload with competing priorities and operate independently effectively under pressure.
- Excellent presentation skills to enable the clear communication of information to a range of audiences.

Key Relationships:

The position will liaise with the CEO and members of the Executive, sometimes under time pressure and with a high standard of professionalism.

The position has major accountability for internal relationships between the Marketing and Business Development functions and internal customers, striving for positive, collaborative and respectful partnerships. This may include trouble shooting escalated matters or proposing and modelling new ways of working together.

Internal: CEO, Directors, Department Managers, Aquatics and Leisure Recreation, The Round Performing Arts Centre, Community Services, Economic Development

External: Creative services and print suppliers

Management Skills

- Actively contribute to and enable corporate and business planning process and annual budget process.
- An understanding of Council's goals and of its values and aspirations, and the legal and socio-economic and political context it operates in
- A sound knowledge of relevant accounting and financial procedures
- Plans, seeks, allocates and monitors resources to achieve outcomes on time and on budget.
- Manage team performance and foster an environment that encourages new ideas and provides support for the development of emerging skills, ensuring that objectives and goals are met, taking account of organisational and external constraints and opportunities.
- Ability to lead, motivate and develop employees
- Ensure implementation and compliance of organisational policy, legislative and regulatory requirements.
- Think strategically, particularly in relation to organisational level strategies, programs and approaches

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence.

Notes and Comments:

The incumbent may be required to work from different locations within the municipality
The incumbent may be required to attend out of hours work meetings.

Key Selection Criteria

- Significant experience in business development and/or sales, and driving revenue growth through marketing strategies.
- Significant experience in developing business development and marketing strategies for community services such as arts and culture, and/or leisure and recreation.
- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.
- Experience directly leading a team of marketing professionals, developing end-to-end marketing and communications campaigns, with a commercial outcome.
- Experience in developing and setting KPIS and revenue targets, in line with business objectives.
- Experience developing marketing strategies to drive commercial outcomes.

- Ability to influence and collaborate with diverse stakeholders.
- Formal, degree-level qualification in Business, Management, and/or Marketing, and at least five years' professional experience in one of these fields.

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Rarely	
Hand/Arm Movement Tasks involve use of hand/arms	Computer use	Frequently	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Rarely	
Standing Tasks involve standing in an upright position		Rarely	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Rarely	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another		Rarely	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Rarely	
Keyboard Duties Tasks involve sitting at workstation and using computer.	Writing and editing	Frequently	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Standard of vision required equal to that required for driver's licence	Frequently	

Any other relevant comments: