

Job title: Marketing Officer	
Classification: Band 4	Effective Date: 8 July – 30 August 2024
Reports to: Marketing and Development Coordinator	Tenure: Temporary

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 to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



Excellent Customer Experience and Service Delivery



Great Organisational Culture



Innovation and Continuous Improvement



Good Governance and Integrity



Long Term Financial Sustainability

We value:

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

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

Goal Statement

The Marketing Officer provides marketing and communications support to promote Council's new performing arts centre The Round. This role will work as a collaborative teammate across the The Round teams and within the Strategic Marketing and Communications team.

Key Responsibilities

Position Specific Responsibilities

With guidance and support the position will:

- Coordinate the planning, production and publication of social media content as part of the integrated marketing campaigns and stand-alone communications, as well as analysing and reporting against key performance indicators (KPI).
- Provide website updates by developing new content and making changes as required.
- Write content, produce and segment database EDMs using MailChimp and other EDM systems.
- Implement campaign plans including copywriting, working with designers (in-house and external), sourcing images, ordering print collateral, organising photo and video shoots and ensuring content progresses through approval chains.
- Create engaging content through strong writing, storytelling and use of imagery and video.
- Create, monitor and report on digital advertising campaigns across Google Ads, Meta Business Manager and other channels as required.
- Liaise with the The Round team to facilitate timely updates/approvals on required marketing assets, collateral and creative.
- Research, track and evaluate sales and engagement within the The Round portfolio to help inform marketing decisions.
- Assist in collecting information on data and analytics to help make evidence based recommendations.
- Monitor and report on industry trends and insights, highlighting relevant areas for improvement.
- Assist in establishment of brand voice and identity in the digital environment.
- Other duties as required.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, 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

Authority

Budget: Nil

Staff responsibility: Nil

Decision Making:

- Will operate within Council's policies and procedures and guidelines.
- The objectives and requirements of the work are well defined but the position is generally able to choose the best way of undertaking the work from a range of choices.
- Guidance and advice are always available if required, in the time available to make a choice.

Key Relationships

- The Marketing Officer will report directly to the Marketing Lead – The Round.
- The Marketing Officer will liaise closely with colleagues in the Strategic Marketing and Communications department, The Round and with other departments.
- They will liaise with external stakeholders including patrons, clients, residents, content creators, media and contractors.

Skills and Attributes

Qualifications/Certificates/Licences and Experience

- A qualification in marketing, screen media, journalism, communications or related field, or equivalent professional experience.
- Relevant experience in marketing, communications or a related field, in the entertainment industry and/or in /Arts and Cultural services.
- Chinese or Vietnamese language skills are highly desirable,
- Experience working in Arts related facilities (in any role) is highly desirable.
- Experience with photography, videography, audio production, events or activations is highly desirable.
- Experience with presenting and featuring in content for platforms such as TikTok to represent brand voice is highly desirable.
- Experience in Local Government is highly desirable.
- Satisfactory National Criminal History Check or willingness to obtain upon offer of employment.
- Working with Children Check or willingness to obtain upon offer of employment.

Technology

- Proficiency in a range of MS Office applications including Outlook.
- The ability to adapt to using new applications quickly, trouble shoot problems and try out new apps, platforms and systems.
- Experience with website content management systems.
- Experience with Mailchimp or other EDM management systems.
- Experience or proficiency in the Adobe Creative Suite is highly desirable.
- Experience in Google Ads, Google Analytics, Meta Business Manager and other digital advertising systems is highly desirable

Interpersonal

- Excellent verbal and presentation skills.
- Excellent written English including and understanding of contemporary applications of plain English and writing for web and social media.
- Ability to liaise and communicate with a diverse range of people and stakeholders.
- Be respectful to others, with particular emphasis on the privacy and dignity of vulnerable people in our community.

Leadership/management:

- Excellent organisational and time management skills.

Key Selection Criteria

1. A qualification in marketing, screen media, journalism, communications or related field, or equivalent professional experience.
2. A track record of relevant experience in marketing, communications, or a related field within the entertainment industry and/or arts and cultural services, with specific examples of campaigns, projects, or initiatives that you have successfully completed.
3. Strong written and verbal communication skills with the ability to write for web and social media, as demonstrated by examples of your previous work.
4. Proven ability to effectively communicate and collaborate with a diverse range of people and stakeholders, as evidenced by specific examples of interactions with internal and external partners.
5. A track record of excellent organisational and time management skills, as shown by examples of how you have successfully managed multiple projects and deadlines in the past.

Physical, Cognitive and Functional Requirements of the role

This role is office based. It requires sitting, standing and using a computer, keyboard, mouse and headset for most of the day.

The role will require time spent in venue creating content using a camera and/or a phone.

Occasionally, this position requires travel between different Council workplaces within the City of Whitehorse.

The role requires personal resilience, adaptability to change, the ability to acquire new knowledge and to be responsive to changing priorities. All Council officers are customer service officers and expected to be customer-centric.

Reasonable adjustments are available. Candidates requiring adjustments to participate in an interview or selection process are invited to discuss them with the hiring manager.