



# WHITEHORSE CITY COUNCIL

## Position description

<b>Job title:</b> Marketing and Communications Advisor	
<b>Classification:</b> Band 6	<b>Effective Date:</b> 1 February 2025
<b>Reports to:</b> Coordinator Marketing and Communications	<b>Tenure:</b> 3 x Permanent part time <ul style="list-style-type: none"><li>• 2 x .8FTE (4 days per week)</li><li>• 1 x .6FTE (3 days per week)</li></ul>

### 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

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.

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

## Position description

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 will help Council effectively support to increase the uptake of Council services through implementing marketing strategies. The role will provide strategic marketing advice, support for campaign planning, and execution of a variety of marketing and communications plans. The role will help promote Council's services, promote behaviour change campaigns and community engagement opportunities, and create a sense of Whitehorse identity and belonging. It may also support internal communications.

Scope of work includes: Marketing and Communications planning, evaluation of campaigns, end-to-end service delivery for communications including planning, writing, production and implementation

## Key Responsibilities

### *Position Specific Responsibilities*

- Devise and implement marketing and communications plans across all channels (including web, social media and print).
- Develop tailored marketing and communications strategies to engage the diverse community.
- Provide strategic communications and marketing advice to internal clients to gain mutual outcomes.
- Develop content for Council's digital and print channels, schedule content on social media, create and publish web updates, create content for print publications and create marketing materials.
- Contribute to collaborative, positive working relationships with internal clients and colleagues.
- Engage in both internal and external working groups, serving as a representative for the Communications, Advocacy, and Investment.
- Other tasks as reasonably required to support the requirements and priorities of the Communications, Advocacy and Investment team.

### *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

## Accountability and Extent of Authority

**Budget:** Nil

**Staff responsibility:** Nil

Writing and campaigns are usually subject to one or more levels of approval. Coordination and cooperation are important across the Communications, Advocacy and Investment department.

## Judgement and Decision Making

- The position is accountable for developing and managing the delivery of high-quality strategic communications plans
- The position will make decisions on communication strategies that are in line with the organisation's overarching goals.
- Guidance and advice is usually available within time to make a choice.

## Specialist Knowledge and Skills

Certificates/Licences and Experience:

- High level of organisational and coordination skills and attention to detail
- Demonstrated experience in planning, executing and evaluating strategic marketing, communications, media and/or engagement campaigns
- Efficient writing to a high standard, with an emphasis on contemporary plain English skills
- Demonstrated experience in writing for web and other digital channels
- Demonstrated experience in the application of continuous improvement and innovation to the workplace

## Qualifications and Experience

Qualifications/ Certificates /Licences:

- Tertiary qualification and/or significant professional experience in journalism, communications, marketing or related field.
- Demonstrated ability to work flexibly and cooperatively as part of a team in a demanding work environment, including working from home

## Interpersonal Skills

- The ability to build and maintain effective relationships including demonstrated experience and skills in liaison and problem solving with staff at all levels
- Strong customer service ethic and focus on service delivery
- A commitment to making a positive contribution to team morale and productivity.

Key Relationships:

Internal: Directors, Department Managers, Infrastructure, City Development, Mayor and Councillors, Corporate Services, People and Culture, Transformation

External: Creative services, media services,

## Management Skills

- Demonstrate leadership through proactive decision-making.
- Ability to gain cooperation and assistance from clients, the public and other employees
- Must be able to liaise with counterparts in other parts of the business to discuss specialist matters with employees
- Manage own workload, priorities and time.

## Application Requirements

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

## Key Selection Criteria

- Relevant tertiary qualification and/or considerable professional experience

- Demonstrated experience in planning, developing and implementing a range of marketing campaigns which increase uptake of services/revenue
- Excellent organisation and coordination skills
- Demonstrated ability to enhance collaborative working relationships with internal clients, and build internal capacity and understanding of effective communications practice
- Demonstrated commitment to continuous improvement and innovation

## Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
<b>Kneeling/Squatting</b> Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Rarely	
<b>Hand/Arm Movement</b> Tasks involve use of hand/arms	Computer use	Frequently	
<b>Bending/Twisting</b> Tasks involve forward or backward bending or twisting at the waist.		Rarely	
<b>Standing</b> Tasks involve standing in an upright position		Rarely	
<b>Reaching</b> Tasks involve reaching above head, and above and equal to shoulder height		Rarely	
<b>Walking</b> Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	
<b>Lifting/Carrying</b> 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>
<b>Pushing/Pulling</b> Tasks involve pushing/pulling away, from and towards the body		Rarely	
<b>Keyboard Duties</b> Tasks involve sitting at workstation and using computer.	Writing and editing	Frequently	
<b>Satisfactory Vision</b> 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:**