

# WHITEHORSE CITY COUNCIL

## Position description

<b>Job title:</b> Senior Marketing Advisor	
<b>Classification:</b> Band 7	<b>Effective Date:</b> immediate start
<b>Reports to:</b> Coordinator Marketing and Communications	<b>Tenure:</b> Permanent Full Time

### 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

Are you ready to make your mark on our new \$80 million Performing Arts Centre and shape the future of Council's services? As the Senior Marketing Advisor, you'll take on a pivotal role in developing and implementing strategic marketing campaigns designed to maximise audience engagement, venue occupancy, and drive revenue. From programming to venue hire and events, you'll lead end-to-end marketing campaigns that blend creativity with data-driven insights to deliver exceptional results.

In this dynamic role, you'll craft innovative marketing strategies to elevate the profile of Council's services, analyse campaign performance to uncover new opportunities, and drive continuous improvement. You'll also have the opportunity to build team capability by fostering expertise in best-practice marketing techniques, ensuring excellence across all initiatives throughout the organisation.

## Key Responsibilities

### *Position Specific Responsibilities*

- Develop annual marketing plans to maximise utilisation of Council services.
- Develop marketing strategies and plans for the Council's services. This includes the professional theatre season, theatre space for community and other hires and events spaces.
- Manage one or more service-specific marketing budgets.
- Support implementation of strategies and plans, through hands-on marketing and the procurement of marketing services within a modest budget.
- Work closely with the Arts and Culture Department Manager, Centre Coordinator and Team Leaders to ensure programming, marketing, sales and customer service experience are aligned with Whitehorse Council's brand.
- Develop and oversee delivery promotional strategies to enhance community and business awareness of Council's community services (such as The Round) across Melbourne's east.
- Be accountable for targets including ticket sales, hires, revenue and occupancy, to be developed in negotiation with Department Managers of Community Services.
- Promote the sponsorship and philanthropy opportunities to support Council's activities.

- Manage contracts with specialist marketing services and PR agencies where required.
- Review and evaluate the effectiveness of marketing strategies and promotional campaigns using data and analytics.
- Lead the development and implementation of social media and channel strategies for the Council.
- Create a robust evidence base to inform continuous improvement and evolution of marketing plans year on year.
- May be required to attend out of hours meetings and events.

#### *Corporate Responsibilities*

- Adhere to and promote Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement by all staff under supervision
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- 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 targets are met and contribute to the strategic objectives of the team.
- 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:** Develop and manage marketing components of the centre's budget lines

**Staff responsibility:** Nil

#### **Judgement and Decision Making**

- This position will be required to formulate marketing strategies and promotions, policies and plans for adoption, following appropriate investigation analysis and consultation.
- It is expected that the incumbent will draw on previous experience, theory and/or precedent to bring a high level of strategic marketing direction and specialist advice and support to the Council.
- Guidance is not always available within the organization - meaning it may be necessary to seek external guidance/advice

## Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Demonstrated experience in planning, executing and evaluating strategic marketing, communications, media and/or engagement campaigns

Technology

Proficiency in the use of MS365 products, Adobe Acrobat, and the ability to quickly acquire skills in the use of other relevant software.

Proficiency in In Design and other applications in the Adobe Suite (highly desirable).

Proficiency in the strategic use of social media channels, EDM creation and web content creation.

## Qualifications and Experience

Qualifications/ Certificates /Licences:

- Tertiary qualifications in a marketing or related discipline combined with relevant experience preferably within a local government, community, service provision or cultural services setting.

## Interpersonal Skills

- Demonstrated ability to manage multiple projects and campaigns.
- Strong relationship building and relationship management skills.
- Exceptional written communication skills across a variety of media and products.
- The ability to build and maintain effective relationships including demonstrated experience and skills in liaison and problem solving with staff at all levels

- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of broadly defined activities
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems

#### Key Relationships:

This position reports to the Coordinator Marketing and Communications (temporarily reporting into the Marketing and Brand Lead until 2 February 2025). However, it is essential that this is fully integrated and has a strong working relationship with the Managers and Coordinators of Community Services.

The incumbent is also required to work closely with and gain cooperation from Council contractors, staff and management and to establish strategic alliances with the business and community sector.

It is expected that the incumbent will establish a network of contacts within the arts and culture industry to share information and keep abreast of changing trends to ensure that the marketing offering to Arts and Culture are current and relevant.

### Management Skills

- Management skills to achieve objectives despite conflicting pressures
- The ability to work as part of a team and contribute effectively to both the Strategic Marketing and Communications Department as well as the Arts and Culture Department, and other community services departments.
- Effective influencing and interpersonal skills.

### Application Requirements

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

### Key Selection Criteria

- Tertiary qualifications in a marketing or related discipline combined with relevant experience preferably within a local government, community, service provision or cultural services setting

- Demonstrated experience in strategic marketing, business planning and brand development and stewardship.
- Demonstrated success in meeting ROI or revenue, tickets sales or subscription environment.
- Demonstrated excellent oral and written communication skills and ability to network and influence key stakeholders
- Demonstrated success in managing competing demands to design and execute timely plans, with practical skills and a willingness to participate in marketing activities as a member of a multi-disciplinary team.

### 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	
<b>Physical Functional Demand</b>	<b>Specific Physical Job Tasks</b>	<b>Frequency/Duration of performance of task per day</b>	<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:**