



WHITEHORSE CITY COUNCIL POSITION DESCRIPTION

Strategic Marketing and Communications Partner (Arts & Cultural Services)	
Classification: Band 6	Effective Date: 4 November 2024
Reports to: Strategic Marketing & Brand Lead	Tenure: fixed contract (4/11/2024 – 31/01/2025), 3 days per week or 0.6 EFT

Goal Statement

The position sits within the Strategic Communications and Marketing department. It has a key business partner relationship with the Arts & Cultural Services (A&CS) portfolio at Whitehorse City Council. It will support the portfolio teams to effectively promote our festivals, theatre, gallery, community arts, museum and other cultural services to the Whitehorse community.

This role will require an innovative approach to promoting our Arts programs and facilities. You will oversee campaign planning, provide digital marketing expertise, brand guidance and use data and analytics to help make decisions. Your creative thinking will be used to develop strategic marketing plans in line with agreed objectives. The role will also ensure promotions remain accessible to those with diverse communications needs.

All roles within the Strategic Communications and Marketing (SMC) Department have a responsibility to contribute to continuous improvement and innovation across the department. We support each other's skills development and find opportunities to collaborate and align work for best value.

Key Responsibilities

- Bring creative thinking and a love of the arts to campaign planning in partnership with portfolio colleagues, especially in relation to the use of digital channels and digital media.
- Contribute to implementation and delivery of tactics, or procurement of external services when required.
- Review, evaluate and provide advice for improvement or innovation in the promotion of various A&CS portfolio programs or services, in line with identified strategic objectives.
- Undertake evaluation and analysis of campaigns and report to the portfolio (and other internal clients across Council) with a view to applying findings and audience understanding in future campaigns.
- Provide advice on ways to cross promote and integrate promotional activities between audiences in the A&CS portfolio, and with other client groups across Council's services.
- Provide practical support and capability development in relation to the execution of campaigns or promotional activities.
- Adhere to relevant Council policies and the Style Guide, and coordinate for consistent tone and style.

- Contribute to collaborative, positive working relationships with internal clients and colleagues, promoting trust in the expertise and service of the SMC team.
- Provide effective supervision and mentoring for junior Marketing staff in the production of content and collateral, events support and other activities.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Overarching Principles 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.

Authority

Budget: Nil

Staff Responsibility: There will be a junior Marketing Officer reporting to this role for the first 6 months. During this period, this role will contribute to discussions about the level and type of resource support ideally required for the Arts & Cultural Services portfolio.

Decision making:

Plans, reports and marketing materials are usually subject to one or more levels of approval. Coordination and cooperation is important across the SMC and A&CS departments, as approval chains will vary with the scale, risk and sensitivity of projects.

Key Relationships

Liaise with staff at all levels within the organisation. Maintain collegial and collaborative relationships with leaders within the A&CS portfolio. Work collaboratively with SMC colleagues who may also support implementation of A&CS campaigns.

Selection Criteria (Essential)

Qualifications and experience

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

Any of the following would be highly regarded:

- Experience in public, not for profit, higher education, Arts or related sectors
- Chinese, Vietnamese, Greek or Italian language skills (reading and writing)
- InDesign skills or other graphic design or visual communications skills
- Experience in digital-first news publications
- Web, social media, EDMs or other digital content creation experience

Interpersonal

- 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

Notes and comments: (Include items applicable to this position)

- Shortlisted candidates will be interviewed and may be asked to complete a task as part of the assessment process
- Shortlisted candidates may be required to attend a pre-employment medical examination.
- Council has a flexible work policy providing for a range of flexible work options to be negotiated.
- A clear National Police check and Working With Children Check are essential and a driver's licence is desirable.

Key Selection Criteria:

1. Relevant tertiary qualification and/or considerable professional experience
2. Creativity and contemporary experience in planning, executing and evaluating integrated promotional, communications or marketing campaigns, including for digital channels
3. Excellent organisation and coordination skills
4. Demonstrated ability to enhance collaborative working relationships with internal clients, and build internal capacity and understanding of contemporary communications practice.
5. Demonstrated commitment to continuous improvement and innovation

EMPLOYEE NAME:			
Employee Signature:			