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| **Position:** | Marketing Assistant |
| **Division:** | Sales, Commercial, and Marketing |
| **Department:** | Marketing |
| **Reporting to** | Senior Manager – Brand and Advertising |
| **Employment Type** | Contract (6 months) |

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| **Key Relationships** | **Internal*** Marketing Department
* Sales and Commercial Department
* Media & Communications Department
* Motorsport & Entertainment Department

**External*** Print & Graphic Design Agency: Printcess
* Creative Agency: Ensemble
* Ticketmaster
* Tourism Victoria
* City of Melbourne
* Formula One Management (international rights holder)
* Dorna (international rights holder of MotoGP)
* Media Partners
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| **Values** | Knowledge of and consistent demonstration of the Corporation’s IIQCAT values: Integrity, Innovation, Quality, Customer, Accountability, Teamwork.  |
| **Corporation Objectives** | To promote Melbourne and Victoria via the staging of two premier international sporting event - the Formula 1 Australian Grand Prix at Albert Park and Australian Motorcycle Grand Prix at Phillip Island. The functions of the Corporation operate over six distinct areas with specific risk profiles: 1. motorsport / motor racing activities
2. major construction projects
3. mass crowd gathering activities
4. industrial storage yard and logistics centre (Altona Storage Yard)
5. special events and promotion

 year round office operations |
| **Governed by**  | The Corporation is governed by the Australian Grands Prix Act 1994 (Vic). |
| **Standards of behaviour**  | The Code of Conduct for Victorian Public Sector Employees governs the behaviour of all Corporation employees. |
| **Human Rights** | The [Charter of Human Rights and Responsibilities Act 2006](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubLawToday.nsf/e84a08860d8fa942ca25761700261a63/7379cff5e33da38dca257d0700051af8%21OpenDocument%26Highlight%3D0%2CAct) is a Victorian law that sets out the basic rights, freedoms and responsibilities of all people in Victoria. The Charter requires the Corporation to act compatibly with human rights, and to consider human rights when developing policies, making laws, delivering services and making decisions. |

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| **Role Objectives** | * Assist in the execution of promotions to ensure promotions meet objectives of driving data capture as set by KPIs and delivered by set deadlines
* Assist with activations delivery
* Co-ordination of the photography brief and delivery prior to and during event times, to ensure the photography brief is captured and delivered to brand standards.
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| **Core Responsibilities** | Work with the Senior Manager - Brand and Advertising to assist with implementing activations, coordinate promotions and brand marketing campaigns to drive awareness of Formula 1 and MotoGP with an emphasis on fan engagement to help increase ticket sales, awareness and enjoyment of patrons pre-event and at event.* Assisting in the logistics and delivery of pre-event activations for the Formula 1 Australian Grand Prix.
* Liaise closely with internal and external stakeholders on the delivery of pre-event activations.
* Ensure pre-event activations are delivered to plan, achieve campaign goals and meet brand standards.
* Assist with fan engagement initiatives associated with pre-event and at event activations.
* Assist with the coordination of promotions pre-event.
* Prize facilitation & liaising with promotional winners including tickets, flights and notification of experiences.
* Assisting in the delivery of promotional experiences at the Formula 1 and MotoGP events.
* Co-ordination of the event photography brief and delivery prior to and during event times.
* Other duties at the reasonable request of the Senior Manager - Brand and Advertising and Division Manager of Marketing.
* Assisting in ad hoc projects and administrative support of the marketing department as required.

At the reasonable request of your Division Manager; General Manager and/or the Chief Executive Officer, role responsibilities may be altered at any time. Changes will be tied to the Corporation’s strategic objectives, workforce planning and the structural alignment of the Corporation. **Governance**Adhere to Corporation policies, procedures, and directives regarding standards of workplace behaviour in completing job duties and assignments.Conducting every aspect of work in a trustworthy, reliable and transparent manner, and maintaining the highest ethical standards.**Customer Service**Putting internal and external customers first, building strong relationships and ensuring that the approach is responsive to the needs of the internal/external customer. Encouraging openness and trust by sharing information widely, listening, welcoming constructive challenge and encouraging free dialogue.**Continuous Improvement**Taking initiative to improve operations/services/products and systems so that they are consistent with the Corporation’s strategic direction and values; incorporating innovation and experimentation into daily work.**Health and Safety** To assist the Corporation in meeting its health and safety obligations you will be required to:* Actively participate in the reporting of hazards, incidents and near misses.
* Take corrective action to address or mitigate any risks or hazardous situations throughout the course of your work.
* Take reasonable care for your own health and safety, and for the health and safety of others.
* Adhere to the Corporation’s various policies, procedures, work practices and standard operating procedures.
* Perform your role in accordance with any specific responsibilities as outlined in the Corporation’s safety management system.

To enable the Corporation to meet its obligations for providing a healthy and safe working environment for you, you must inform your manager of any issues which may impact your ability to safely perform your role.**Environmental Considerations** Cooperate with the Corporation regarding caring for the environment, by acting in a sustainable way and minimising environmental impact by adhering to the Corporation’s policies, procedures and work practices. |

# Person Specification

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| **Qualifications and Experience** | Degree in Marketing or similar* Experience in a fast-paced Marketing environment.
* Ability to understand, support and implement business objectives.
* Excellent written and verbal communication skills
* Strong organisational skills, including time management and ability to balance multiple projects with attention to detail.
* Experience in delivering marketing activations preferred.
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| **Core Competencies** |  |
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| **Competency** | **Job Rating** |
| Active Communication  | 7 |
| Written communication | 8 |
| IT skills | 8 |
| Organising and time management | 8 |
| Networking | 7 |
| Creativity and open thinking | 7 |
| Problem solving and critical thinking | 7 |
| Project management | 8 |
| Contract administration and management | 7 |
| Negotiation  | 7 |
| Influencing | 6 |
| Business and strategic awareness | 7 |
| Leadership / supervisory | 5 |
| Budget planning and control | 5 |
| Technical / professional knowledge | 7 |

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| **Relevant Traits and Characteristics** | Customer Service * Demonstrated achievement in and enthusiasm for the provision of quality customer service
* Immediately respond to customers needs or concerns to ensure the quality of service meets agreed standards

Teamwork, Adaptability and Resilience* Demonstrated commitment to teamwork and the maintenance of a supportive work environment
* Ability to work effectively as part of a team in a fast-changing environment
* Keeping calm by demonstrating a capacity to positively deal with unanticipated problems and changing circumstances

Interpersonal, Verbal and Written Communication* Well-developed written communication ability
* Strong interpersonal and communication skills
* An ability to liaise, negotiate and constructively provide and accept feedback from staff at all levels

Organisation and Planning* Organisational and planning skills in managing a personal workload in a busy environment with conflicting demands
* Ability to meet deadlines

Technology* Experience in the use of Microsoft desktop products such as Word, Excel, Outlook and PowerPoint
* Experience in information management systems, including internet and on-line environments

Continuous Learning and Professional Development* Demonstrated commitment to continual professional and personal development
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