

Position Description

POSITION	Marketing and Communications Officer
SECTION	Kids' Early Learning
DEPARTMENT	City Living
PROJECT/ACTIVITY	804
POSITION NO.	BCC883
POSITION TYPE	Part Time
REPORTS TO	Manager Kids' Early Learning
DIRECT REPORTS	No
POSITION GRADE	Band 3 Level 2, Salary System Grade 13
APPROVAL LIMIT	Nil
AUTHORISING LIMIT	Nil
DATE	July 2016

POSITION PURPOSE:

- The Marketing and Communications Officer will project manage the development and implementation of all marketing actions including promotions, communications, advertising, signage, brochures, websites, branding and social media.
- Act in accordance with the NSW WHS Act 2011, WHS Regulation 2011 and the Work Health and Safety (WHS) Management System to ensure a safe place of work.

QUALIFICATIONS & EXPERIENCE:

Essential:

- Degree qualifications in communications, public relations or marketing.
- Extensive experience in a similar communications or marketing role – Minimum 10 Years' experience.
- Excellent organisational and project management skills, a capacity to work independently and prioritise workloads.
- Exceptional written and verbal communication skills, with strong attention to detail and a proven ability to write and produce communications for internal and external stakeholders.
- Ability to think independently and make sound judgements as required and work in a team context.
- Ability to exercise confidentiality in dealing with sensitive information.

- Ability to quickly build strong relationships and rapport with stakeholders at all levels of the organisation.
- The ability to work well under pressure on simultaneous tasks with tight deadlines.
- Desktop publishing software proficiency (eg Adobe Indesign, QuarkExpress, Microsoft Publisher, Microsoft Project etc.)
- Current Class 'C' drivers licence.

Desirable:

- Previous experience in a marketing and communications role(s) with children focused products or services.

AUTHORITY:

- The incumbent has the authority to take any reasonable action that is consistent with the responsibilities of the position and to ensure the safe and efficient undertaking of work activities, which are consistent with the responsibilities of the position. The incumbent's authority is subject to any limitation imposed by the Management Team, Corporate Policies, Procedures and Work Instructions.

KEY ACCOUNTABILITIES:

- Manage the development, implementation and monitoring of communication and marketing plans for Kids' Early Learning.
- Develop and implement the annual strategic communications plan relevant to Kids' Early Learning.
- Implement the organisations brand strategy and corporate branding style guide.

WHS:

- Act in accordance with the NSW WHS Act 2011, WHS Regulation 2011 and the WHS Management System.
- Implement, monitor and, or comply with councils WHS Management System, including but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work Instructions and associated system tools in their relevant work area.
- Adequately familiarise themselves with their WHS responsibilities and actively fulfil these as indicated in the WHS Responsibilities guideline WHS001.
- WHS001- Matrix is attached.

Corporate:

- To commit to and embrace the objectives of Blacktown City 2030 – City of Excellence, and to be accountable for participating as appropriate in the allocated program of works designed to deliver on the identified objectives as directed.

Equal Employment Opportunity (EEO):

- Demonstrate appropriate knowledge of, and commitment to, EEO principles and anti-discrimination law in the workplace.

Environmental Sustainability:

- Act in accordance with the Protection of the Environment Operations Act 1997 (NSW), the Local Government Act 1993 (NSW) and seek to conserve and enhance our local environment, in consideration of Council's environmental sustainability policy through our work practices, programs and services.

DUTIES:

Internal Communications

- Project manage internal communications and generate and support awareness for Kids' Early Learning activities.
- Plan and execute the Kids' Early Learning communications plan and associated campaigns, ensuring alignment with the organisation's strategic direction and aspirations.
- Project manage the development and roll out of Council's annual report and community report, and other statutory publications as directed.
- Work collaboratively with the business unit to identify and create content for a range of platforms to enhance the Kids' Early Learning internal communications plan.
- Build and maintain effective working relationships with stakeholders including parents, suppliers, sponsors, business partners and internal stakeholders to ensure opportunities for the promotion of Kids' Early Learning.

Strategic Communications

- Report monthly to Manager Kids' Early Learning on actions identified in the strategic communications plan, including meet relevant benchmarks and targets for the role.
- Ensure that Kids' Early Learning marketing and communication strategies align with Blacktown City Council's corporate Marketing strategy.

Marketing

- Project manage assigned marketing projects from the concept phase to project closure to ensure projects are undertaken effectively, within scheduled timeframes and on budget, whilst achieving agreed targets.
- Develop and maintain all project management documentation, including detailed marketing plans, briefs, project scopes and plans, oversee implementation and evaluation of marketing campaigns.

- Develop and manage database segmentation requirements for Marketing actions targeting Kids' Early Learning Customers.
- Design and development of long day care, pre-school, family day care, before and after school care and vacation care centre signage, communications and promotional material.
- Manage the implementation and on-going usage of the Kids' Early Learning brand identity and style guide across each centre and all marketing and communications materials.
- Manage the day to day requirements of the Kids' Early Learning website including information updates and recommendations for change and improvement.
- Implement Kids Early Learning social media strategy, including monitoring of social media activity and being a key publisher.
- Assist in generating awareness of Kids' Early Learning programs through the development of content for media releases, newsletters, editorial, website, brochures and signage to increase utilisation of services.
- Develop and implement marketing and communication requirements for Kids Early Learning product and service actions
- Present the key messages of Kids' Early Learning in all marketing projects and through regular reviews of communication output by the organisation.
- Build effective working relationships with key stakeholders.

Branding

- Ensure Council's brand style guide, corporate style guide and key messages are implemented effectively.
- Manage the photographic library for corporate publications and other business unit requirements.

Other Duties

- Procure the services of external agencies and manage associated contracts to ensure compliance with procurement policies and procedures.
- Represent the Kids' Early Learning Unit on key cross-functional project groups as required.
- Present to Council management and elected representatives as required on policy and procedures relevant to communications and marketing.
- Liaise with local resident groups and stakeholders to utilise communication avenues as required.
- Attend meetings and events as necessary including Council Committee and full Council meetings.

- In conjunction with the Manager Kids Early Learning ensure budget targets, purchasing and procurement requirements for the Unit are met and maintained.
- Provide timely advice to Manager Kids' Early Learning on training requirements and conferences that will benefit the conduct of this role.
- Ensure that Council's WHS policies are adhered to in the workplace.

SELECTION CRITERIA:

- Relevant experience and appropriate qualifications in accordance with requirements outlined in the position description.
- Proficient with Microsoft Office suite.
- Available to work flexible working hours.
- Ability to work in a team environment.
- Availability to work overtime as required.

PERFORMANCE CRITERIA:

- As per Council's Performance Management System.

Employee Name (PRINT):

Employee Sighted and Agreed:

Date:

Supervisor Name (PRINT):

Authorised by Supervisor:

Date:
