

## POSITION DESCRIPTION

Bundaberg Regional Council has a vision 'To Build Australia's best Regional Community'. This position description outlines the values that underpin this vision and an overview of the general duties and responsibilities required in this role.

### Overview

Position Title:	Marketing Assistant	Industrial Instrument:	Bundaberg Regional Council Certified Agreement plus Queensland Local Government Industry Stream A Award
Position Number:	7130	Classification Level:	4
Employment Location:	Bundaberg Service Centre	Position Status:	Full-time Permanent
Department:	Communications	Document Last Reviewed:	14/09/2020
Branch:	Marketing	Job Dictionary:	N/A
Accountable To:	Marketing Manager		
Aim of Position:	The focus of this position is to support the Communications department with website content management and the development of high-quality graphic design work that's consistent with Council branding and artwork. This work would reflect the Council's mission to enhance the representation of the Bundaberg Regional Council locally, nationally and internationally.		

### Council Values

Bundaberg Regional Council's culture is driven by the following values:



### Key Responsibilities

1. Contribute to the development and implementation of marketing and communication strategies to enhance the reputation of the Council locally, across Queensland and nationally
2. Develop and implement marketing strategies and plans for Council's Corporate Plan, Communications Strategy and branding guidelines
3. Ensure the consistency of campaign delivery across all Council campaigns.
4. Assist with marketing and communications-related functions including content preparation, event assistance and social media.
5. Produce creative and effective marketing campaigns.
6. Undertake market research, market segment analysis and information collation through the use of email, digital and traditional mediums.
7. Assist with the preparation of content for social media, print, broadcast and web campaigns and ensure that analytics are in place to measure success.
8. Assist with the preparation, booking and placement of Parks, Tourism and Events advertising

Incumbents Initials

9. The incumbent will undertake other reasonable duties and tasks requested by management within the person's capabilities, including additional duties as required during periods of other staff being absent.

## Position Requirements - Qualifications and Experience:

### Mandatory:

1. Minimum of 3 years demonstrated work experience in marketing or similar role.
2. Digital media experience and the ability to create content for web and social channels.
3. Demonstrated experience in using technical skills across the Adobe suite and other relevant software.
4. Demonstrated experience in planning and design work for promotional material, publications and marketing collateral.
5. Experience in managing content for Council websites collaboratively with various departments.
6. Demonstrated ability to assist with marketing projects involving social media, photography and websites.
7. Demonstrated experience in assisting clients with concepts, development and delivery of digital banners, flyers, brochures, newsletters, posters, etc.
8. Well-developed demonstrated stakeholder management skills including working with diverse stakeholder groups across varying levels of seniority and divisions.

### Desired:

1. A qualification in marketing or a field directly related to the responsibilities of the position.

## Organisational Capabilities – Individual Employees (Leading Self):

The capabilities for all roles are obtained from the Capability Framework which describes key behaviours required at all levels and roles across Council. There are four mandatory capabilities that are required in all roles – building relationships, customer focus, safety and professionalism and job requirements.

Capability	Descriptors
Building Relationships (mandatory)	<b>Engage people to build positive relationships:</b> <ol style="list-style-type: none"> <li>1. Puts themselves in other people's shoes to accept and value different thinking</li> <li>2. Uses sound communication skills of active listening, paraphrasing to check for understanding, and appropriate language depending on the audience</li> <li>3. Quickly assesses the emotions of colleagues around them and then adapts words, tone and gestures accordingly</li> </ol>
Customer Focus (mandatory)	<b>Focuses on customers:</b> <ol style="list-style-type: none"> <li>1. Actively works to understand customers and stakeholders</li> <li>2. Engages customers in a friendly and appropriate manner</li> <li>3. Shows respect for customers and stakeholders</li> </ol>
Safety and Professionalism (mandatory)	<b>Models safe, professional and ethical behaviour:</b> <ol style="list-style-type: none"> <li>1. Identifies safety issues and problems, takes and monitors corrective action</li> <li>2. Is consistent in word and actions</li> <li>3. Is viewed as trustworthy, honourable and truthful, and respectful of the view of others</li> <li>4. Able to understand, monitor and channel their own emotions in a positive way whilst staying true to self</li> </ol>

Incumbents Initials

Job Requirements (mandatory)	<b>Applies knowledge and skill:</b> <ol style="list-style-type: none"> <li>1. Able to demonstrate knowledge appropriate for their role</li> <li>2. Demonstrates strong skills in their functional area</li> <li>3. Committed to maintaining a high standard of practice in their role</li> </ol>
Cross-Organisational Thinking	<b>Understands how their work makes a difference to Council:</b> <ol style="list-style-type: none"> <li>1. Can describe the vision and purpose for their direct area</li> <li>2. Able to describe how their work contributes to organisational objectives</li> <li>3. Considers wider organisational objectives when making decisions and performing their work</li> </ol>
Leading People	<b>Supporting others:</b> <ol style="list-style-type: none"> <li>1. Provides considered and supportive feedback to other team members and colleagues</li> </ol>
Developing People with a One Team Focus	<b>Supports others' capability development:</b> <ol style="list-style-type: none"> <li>1. Readily shares their knowledge and experience</li> <li>2. Acts as a coach, mentor, role model and sounding board for others</li> </ol>
Driving People's Performance	<b>Focuses on performance:</b> <ol style="list-style-type: none"> <li>1. Seeks to understand tasks, asks questions and knows what is expected of them</li> <li>2. Approaches challenging work situations with positive energy</li> <li>3. Sets priorities and organises self to meet work deadlines</li> <li>4. Reports progress and any potential delays of issues which may impact on others</li> </ol>
Managing Stakeholders	<b>Manages internal and external relationships:</b> <ol style="list-style-type: none"> <li>1. Written and verbal communication is clear and concise</li> <li>2. Listens to others actively and attentively</li> <li>3. Demonstrates a friendly and engaging interpersonal style</li> <li>4. Builds networks with peers</li> <li>5. Works collaboratively with others</li> </ol>
Decision Making	<b>Makes sound decisions:</b> <ol style="list-style-type: none"> <li>1. Demonstrates ability to research, understand and analyze information relevant to work tasks</li> <li>2. Shows judgement in decision making</li> </ol>
Making Improvements	<b>Open to making improvements:</b> <ol style="list-style-type: none"> <li>1. Shows a willingness to try new ways of working</li> <li>2. Generates and shares new ideas and suggestions for improvement</li> </ol>
Progressing Change	<b>Responds flexibly to changes:</b> <ol style="list-style-type: none"> <li>1. Works to embrace and assist change</li> <li>2. Helps to engage others in the change process</li> <li>3. Shows resilience in times of uncertainty</li> </ol>

## Organisational Accountabilities:

The organisational accountabilities are the expected standards of performance all roles and levels in Council

Accountability	Action
1. <b>Workplace Health and Safety</b>	2. Actively participate and promote a health and safety culture that believes all incidents are avoidable and strives to create an environment free from injury or illness, and operate in accordance with Council's Health and Safety Duty Statement and associated safety policies/procedures.

Incumbents Initials

<b>2. Culture</b>	<p>3. Drive a positive and proactive customer service culture and demonstrate an active commitment to the culture, vision and values of Council.</p> <p>4. Comply with Council's Code of Conduct and all Council policies and procedures at all times.</p>
<b>3. Information Services and Technology</b>	<ul style="list-style-type: none"> <li>Protect and manage Council's information assets in accordance with legislative, Policy and process requirements.</li> <li>Use Council's technology appropriately and with respect.</li> </ul>
<b>4. Disaster Management</b>	<ul style="list-style-type: none"> <li>Assist, support and participate in Council's response to a disaster event, including any exercises and/or any event where the Business Continuity Plan is activated.</li> </ul>
<b>5. Customer Service</b>	<ul style="list-style-type: none"> <li>Demonstrate a comprehensive understanding of the customers of Council, creating a culture of customer service excellence.</li> </ul>
<b>6. Financial Accountability and Governance</b>	<ul style="list-style-type: none"> <li>Models compliance with Council's procurement Policy.</li> <li>Delegations may be applicable to this position and are detailed in the Delegations Corporate Register.</li> <li>Legislative Sub-Delegations and authorisations may also be applicable.</li> </ul>
<b>7. Corporate record keeping</b>	<ul style="list-style-type: none"> <li>Ensure that full and accurate records are made for all business transactions conducted on behalf of Council and that all records are appropriately retained in accordance with Council's recordkeeping requirements.</li> </ul>

## Immunisation Requirements

It is a condition of employment for this role for the employee to be, and remain, vaccinated against the following vaccine preventable diseases during their employment:

Vaccination Name	Requirement
	<ul style="list-style-type: none"> <li>Not required.</li> </ul>

## Acknowledgment

I hereby agree to abide by Council values, policies and the Local Government Act and that this position description clearly outlines the overall responsibilities, physical requirements (through the relevant Job Dictionary) and duties that are to be carried out as part of this role of which I agree to perform at the best of my abilities. I also understand that the position requirements represent the minimum requirements to perform the duties at the current level.

<b>Signature of Employee</b>	
<b>Print Name</b>	
<b>Date</b>	/ /

Incumbents Initials