

Role Description

Marketing Officer



Title	Marketing Officer
Classification/Grade/Band	Band 3 Level 1
Group/Unit/Section	Governance / Business Enterprise
Reports to	Stadium Events Manager, Business Enterprise

Vision

A vibrant and sustainable Central Coast

Purpose

To provide valuable services that strengthen and support the Central Coast Community

Values

Decisions, actions and behaviours are governed by our Corporate Values; Serve, Collaborate, Improve, Be Your Best and Be Positive. All employees have a responsibility to uphold and champion these values.

Primary Role Statement

In contributing to the overarching vision and purpose, the role of Marketing Officer is responsible for providing high quality facilitation, coordination and implementation of marketing and brand support, initiatives, partnerships and promotions relevant to Central Coast Stadium.

The position of Marketing Officer is required to provide quality customer service and create value for the community.

Key Duties and Responsibilities

- Undertake marketing activities for Central Coast -Stadium in accordance with Council's policies and procedures ensuring community, economic and organisational needs are addressed;



- Monitor trends, including research and analysis to identify potential visitor markets, for the purpose of continuous improvement. Evaluate the effectiveness of campaign activities and recommend changes where appropriate;
- Coordinate and implement a wide range of promotional marketing activities including organising production of digital and print materials, briefing agencies, media strategy, creative strategy and preparation of relevant briefs;
- Build and support opportunities for marketing through the development of strong communication and engagement initiatives and processes to ensure maximum participation and success;
- Monitor and manage the stadium media platforms including social media and website to market events;
- Perform any other duties, tasks or projects the employer may assign, having regard to the incumbent's skills, training and experience;
- Organise the production of digital, print and social media marketing opportunities and materials to promote events at the stadium;
- Coordinate the selling of the stadium corporate allocation for events;
- Coordinate the sales and signage opportunities within the stadium;
- Attendance at stadium events which will include out of hours work.

Authority and Accountability

- Take care of your own health and safety and that of others. Comply with any reasonable instructions and apply Council's Safe Systems of Work consistent with the Responsibilities, Authorities and Accountabilities of your role;
- Policy, processes and procedures are readily available but the Marketing Officer is required to choose the appropriate actions within these frameworks. Unusual problems may be referred for clarity of policy direction or guidance;
- Decisions affect the work and activities of others within the work group or team;



- The work of the Marketing Officer influences the external environment by ensuring services are consistent with Council standards;
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- The Marketing Officer complies with operational requirements in cooperation with or under the supervision of other employees. Other employees or members of the public may be affected by the employee's acts or omissions;
- The Marketing Officer identifies requirements as an input to budget development Look for ways to save costs. Be conscious of budget constraints and be aware of cost implications of own actions within own work area.

Personal Attributes

- Be adaptable, flexible and focused when dealing with change;
- Represent Council honestly, ethically, professionally and lead by example;
- Be committed to achieving work goals and maintains motivation when tasks are challenging and actively seek feedback from colleagues and stakeholders;
- Be responsive to the input of others and works to understand their perspectives.

Interpersonal Skills

- Listen to others and asks appropriate, respectful questions; Support and promote a culture of quality customer service identify and respond quickly and provides solutions to meet customers' needs;
- Build a supportive and cooperative team environment, share information and learning across teams and solve issues and challenges in collaboration with others;
- Respond to conflict without inflaming the situation and knows when to refer to a supervisor for assistance and/ or withdraw from a conflict situation.



Business Enablers and Technical Skills

- Complete tasks to agreed budgets, timeframes and standards without guidance and contribute to the allocation of responsibilities and resources to ensure achievement of team goals;
- Understand the team/ unit objectives and responds proactively to changing circumstances and adjust plans and schedules when necessary;
- Identify issues that may impact on task completion and provides appropriate solutions;
- Understand delegations and act within authority levels;
- Exercise fiscally responsible behaviour and remain up to date with financial delegation processes;
- Support system improvement initiatives and embrace new technologies;
- Purchase under delegation and comply with procedures;
- Understand project goals, action tasks and expected outcomes and identify and escalate project variances.

Team Work

- Recognise and acknowledge individual/ team performance;
- Monitor and use resources responsibly to achieve team objectives;
- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity.



QUALIFICATIONS

Essential

- Degree in Marketing, Event Management, Business Management or Communication or related field OR demonstrated solid contemporary experience in a similar role, combined with ongoing professional development;
- Current Class C Drivers Licence.

Desirable

- Post Graduate qualification in Marketing, Event Management, Business Management, Communication or related field.

EXPERIENCE

- Significant experience of strategic management, marketing and methodology for business promotion and developing marketing activities that support economic benefit;
- Outstanding communication and negotiation skills which enable the delivery of presentations and preparation of management reports including high level written communication skills across a variety of platforms, specifically social media;
- Significant experience in marketing, including digital marketing, social media management and media liaison;
- Proven effective time management skills and the ability to manage conflicting priorities and expectations to achieve the outcomes of the role;
- High proficiency in the use of computers and software packages, particularly Microsoft Office.



Key Relationships

Internal	External
Unit Managers	Members of the Public/residents/ratepayers
Section Managers/Team Leaders	Commercial/industrial/development representatives (e.g. Vendors, builders, clients)
Other Council employees (not including direct reports)	Community Organisations – service clubs etc.
	Professional/Industry associations including Unions
	Consultants, solicitors and other professionals
	State and Federal Government Agencies
	Local Business

