

## Position Description

<b>Position Title:</b>	Marketing Specialist
<b>Directorate:</b>	Strategy and Engagement
<b>Service Unit:</b>	Major Events and Corporate Affairs
<b>Salary Point:</b>	SP13
<b>Position Reports To:</b>	Marketing Manager
<b>Staff Management:</b>	Nil
<b>Budget Responsibility:</b>	Nil
<b>Date PD Reviewed:</b>	July 2019

### Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km<sup>2</sup>. Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:

- Governance
- Strategy and Engagement
- People and Culture
- Infrastructure and Property
- City Wide Services

The purpose of the Strategy & Engagement Directorate is to:

- Engage the community in the development and delivery of actions aligned with CN's Community Strategic Plan - *Newcastle 2030*.
- Coordinate Newcastle's approach to economic growth within the region including promotion of the city's major events.
- Ensure clear, transparent and responsive communications between Council, CN employees, and all external stakeholders, in particular the Newcastle Community.
- Provide effective IT Systems & Strategies to ensure the efficient flow of information between CN Service Units whilst also ensuring CN is leveraging the benefits of technology in its service provision.

The Service Elements that form the Strategy & Engagement Directorate are:

- Information Technology
- Major Events & Corporate Affairs
- Corporate & Community Planning

### Workplace Health & Safety

<b>WHS RAA Level</b>	6
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For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities.

## Overview

City of Newcastle's Marketing Specialists work in the Marketing division within Major Events and Corporate Affairs, reporting to the Marketing Manager. This position develops, organises and assists in the implementation of marketing plans for a diverse range of facilities and services including Newcastle Museum, Civic Theatre, Newcastle Art Gallery, Fort Scratchley, Libraries and Learning, as well as CN's Major Events and services such as Newcastle Venues and Customer Service.

## Position Responsibilities

Within the area of responsibility, this role is required to:

- Develop and coordinate the implementation of marketing plans for CN's facilities and services as part of the Marketing team.
- Work in collaboration with the Marketing and Business Development Coordinator and in consultation with the relevant teams.
- Analyse and interpret market data and campaign reports to inform promotional plans and to support the evolution of programs and audience development initiatives.
- Develop and produce content for digital communications supporting CN's strategic digital marketing goals including the maintenance and delivery of a content calendar to identify priorities.
- Create strategies and curate content to grow engagement.
- Ensure all marketing collateral is consistent with the brand positioning and provide assistance as required to maintain relevant collateral.
- Ensure quality briefs go into graphic design by developing creative briefs and monitoring incoming briefs.
- Coordinate production of creative content and marketing collateral with internal and external service providers.
- Develop and maintain cooperative and productive working relationships with relevant teams, internal and external stakeholders to achieve objectives.
- Continually monitor and optimise campaign tactics, reporting on key milestones and performance indicators at intervals during and post campaign to relevant stakeholders, and make recommendations for improvements to future programming and events to enhance the experience for our community.
- Contribute towards the achievement of Major Events and Corporate Affairs team KPI's for the Service Unit.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

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## Position Selection Criteria

### Essential

- Bachelor's Degree in Marketing, Business or related qualification and/or demonstrated capability through past employment experience.
- Proven ability at implementing appropriate digital media initiatives and promotional campaigns.
- Demonstrated marketing experience to build brand awareness, drive campaigns and convert communication deliverables into measured outcomes.
- Strong administrative skills including budgeting experience.
- Advanced engagement skills including ability to liaise and negotiate with internal and external stakeholders, i.e. government agencies, suppliers, customers, community groups and staff.
- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.

### Desirable

- Demonstrated experience in a marketing position involving multiple stakeholders.
- Experience implementing successful audience development programs within Government, not for profit or service industries.
- Enthusiasm and initiative to identify an opportunity and then see it through to completion.
- Current C Class drivers' licence.