

Position Description

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| Position Title: | Marketing and Business Development Coordinator |
| Directorate: | Strategy and Engagement |
| Service Unit: | Major Events and Corporate Affairs |
| Salary Point: | SP14 |
| Position Reports To: | Marketing Manager |
| Staff Management: | Nil |
| Budget Responsibility: | TBC |
| Date PD Reviewed: | October 2019 |

Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km². 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

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| WHS RAA Level | 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.

Position Responsibilities

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

- Develop and implement a marketing plan to position CN's cultural facilities and programming within the general and business markets to ensure forecasted KPI's are achieved and the plan is delivered within budget.
- Design strategic audience development initiatives to ensure growth in audience size, reach and profile for the Civic Theatre, Newcastle Museum, Newcastle Art Gallery, Newcastle Venues and Fort Scratchley. This includes gathering relevant statistical data and interpreting data into tactical campaigns and integrated marketing initiatives.
- Develop strategic plans for individual institutions, from promotional plans to annual marketing plans.
- Initiate and manage marketing activities to ensure cultural facilities and programming are a vital factor in Newcastle being a competitive business market destination.
- Work within the Service Unit to develop communications strategies to support marketing initiatives for the institutions.
- Lead digital and social media strategies including website development and social media channels.
- Identify opportunities and develop marketing programs to support business and product development initiatives including ticketing, venue hire, retail and food and beverage services.
- Develop initiatives to identify customer trends, service usage and client segmentation, including emerging markets.
- Provide strategic recommendations on marketing and advertising strategy, business development initiatives and public program initiatives.
- Identify and develop corporate partnership, sponsorship and grant application opportunities that provide revenue streams and in-kind support.
- Manage marketing budgets to capitalise on strategic opportunities in the Business Events market and support audience development initiatives.
- Work cohesively and collaboratively with other members of the Major Events and Corporate Affairs team to ensure a coordinated approach.
- Proactively manage competing priorities, preferences and requirements to achieve an agreed outcome whilst maintaining engagement and productive working relationships.
- Any other accountabilities or duties as directed by the Manager/Supervisor which are within the employee's skill, competence and training.

Position Selection Criteria

Essential

- Bachelor's Degree in Marketing or a related qualification, and/or demonstrated capability through past employment experience.
- Minimum five years marketing experience and a proven record in developing multi-channel brand strategies to build awareness, build audiences and improve reputation.
- Proven ability at developing and implementing appropriate digital media initiatives including website management.
- Demonstrated experience converting marketing/communications deliverables into measured outcomes.

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- Experience in gathering, interpreting and applying statistical data into successful audience engagement initiatives and marketing strategies.
 - Proven ability at developing partnership programs and increasing sponsorship income.
 - A high level of written and oral communication skills, including the ability to deliver presentations, produce creative writing and reports and ability to interact with all levels of staff/community and clients.
 - 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, developing and implementing successful audience development programs within the cultural industries.
- Demonstrated passion for the cultural industries with enthusiasm and initiative to identify an opportunity and then see it through to completion.
- Current C Class drivers' licence.