

Brand Marketing Lead

Role purpose

Strategically plan, produce and deliver brand content that works to position the City of Hobart as the greatest small capital city in the world.

Role overview

EA and Classification	Hobart City Council Enterprise Agreement 2021 Municipal Officer Level 4
Position Description Number	9855
Number of direct reports	0
Responsible for total staff	0
Delegations and Authority	None
Budget level	Nil
Division, Unit, Team	Thriving Capital, Communications & Marketing.
Immediate Manager	Manager, Strategic Communications & Marketing (9823)



Role accountabilities Key result areas

Strategic

- Develop strategic brand marketing plans that respond to business needs.

Corporate

- Provide strategic input and manage the development and management of Council's digital asset management systems.
 - Act as a brand champion both within and outside Council by positively engaging and influencing a proactive, supportive and empowered culture of communications.
 - Manage external marketing enquiries on behalf of Council.
- Provide internal brand marketing advice across Council.

Unit

- Manage resourcing, using internal and external skills, to deliver campaigns.
- Manage and nurture effective relationships with our in house creative design and communications team as well as those on Council's Creative suppliers' panel.
- Identify and create brand marketing opportunities that contribute positively to the City of Hobart's reputation, across traditional and digital communication platforms.
- Manage the Council's Social Media Management Platform to plan, produce, publish and report.
- Manage the Council's social media, across numerous platforms and accounts, and provide advice to employees engaging in social media on behalf of Council.
- Monitor Social Media engagement and provide strategic insights from regular analytic reviews of all Council's Social Media Accounts.
- Provide regular communication to key stakeholders on campaign deliverables and milestones.

Brand Marketing Lead



- Develop and communicate marketing campaign outcomes through detailed comprehensive analytics and reporting using a variety of data points.
- Ensure that media and communications activities within the Unit are delivered within Council and stakeholders' expectations of timeliness and quality.
- Ensure that all relevant legislation, standards and/or codes of practice are adhered to.

Leadership

- Support the Manager Strategic Communications and Marketing with Brand Marketing initiatives such as research, campaign planning and brand positioning campaign deliverables.
- Provide key digital communication advisory and content production and management services to the office of the CEO.

Professional advice

- Nil



Qualifications, licences and competencies

Essential

- Bachelor Degree or higher in Marketing or Digital Communications or a related field.
- Significant experience in a brand management or marketing communications role involving strategy, social media, web content, content production within a diverse organisation.
- Current Drivers Licence.

Desirable

- Understanding of a local government communications environment.

Selection criteria

Knowledge and experience

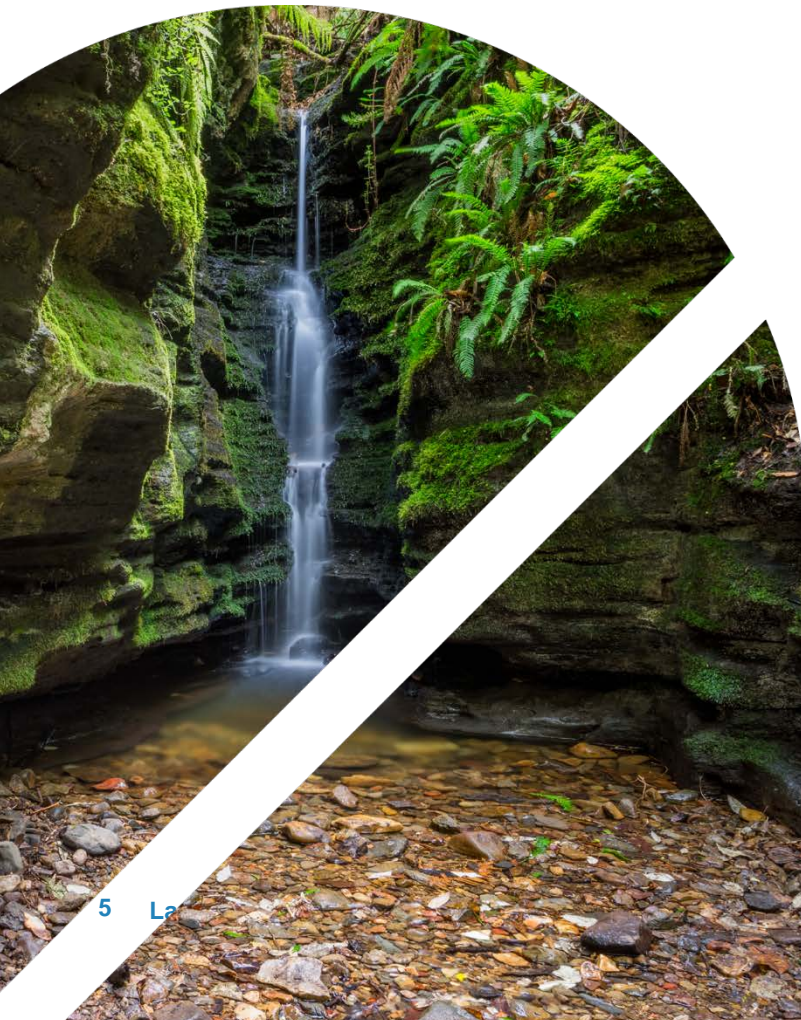
1. Demonstrated leadership in the development, management and operation of contemporary marketing and brand communications in line with Council's objectives.
2. Significant awareness of communication processes and risks in a local government environment and understanding of the needs of news media.

Skills and competencies

4. Proven ability to use established, or to develop methodologies to track, analyse, evaluate and provide clear actionable insights.
5. Strong verbal and written skills together with a well-developed level of strategic thinking and analytical skills, negotiation skills and excellent judgement.
6. High level of ability to act with autonomy and self-management in an environment of change and work pressure to meet deadlines.

Behavioural competencies

7. Actively demonstrates the expected behaviours described in the Behavioural Competency Framework.



Behavioural Competency Framework

Our Values

People

Care about people – our community, customers and colleagues.

- Considers people in all things we do.
- Values individual differences and diversity.
- Guides, mentors and develops people.
- Tailors communication to specific audiences.
- Actively listens to others and encourages feedback.
- Communicate with others respectfully.

Teamwork

We collaborate both within the organisation and with external stakeholders drawing on skills and expertise for the benefit of our community.

- Supports equal and fair treatment for all.
- Is seen as a team player and finds common ground in a respectful way.
- Seeks and provides feedback to improve working relationships.
- Actively looks for opportunities to share knowledge and utilise strengths.
- Works cooperatively to achieve shared objectives.
- Recognises others for their contributions and accomplishments.
- Gains and demonstrates trust and support for others through actions.

Focus and Direction

Have clear goals and plans to achieve sustainable social, environmental and economic outcomes for the Hobart community.

- Has a clear and specific understanding of what needs to be achieved.
- Actively participates in planning and provides feedback.
- Considers sustainable options.

Behavioural Competency Framework

Our Values

Creativity and Innovation

Embrace new approaches and continuously improve to achieve better outcomes for our community.

- Agile and continually looks for opportunities for Lean improvements.
- Stimulate passion and excitement to overcome problems.
- Follows ideas through to action, reflects and always seeks to do better.
- Demonstrates diverse thinking and embraces change.
- Encourages peers to do the same.

Accountability

Transparent in all our dealings, work to high ethical and professional standards and are accountable for delivering outcomes for our community.

- Follows through on commitments and encourages others do the same.
- Takes personal responsibility for own timely and quality activities.
- Designs feedback into work processes.
- Provides exceptional service to stakeholders and customers.



Behavioural Competency Framework

Operational

Safe working practices

Maintain a safe working environment.

- Works safely and looks out for others.
- Drives responsibly and considers other road users.

Policies and procedures

Comply at all times with policy and protocol requirements.

- Actively demonstrates compliance with the City's corporate policies.
- Provides support to others.
- Offers feedback on improvements or better practice.

Legislative framework

Works within legislative framework.

- Takes responsibility for their own learning of the legislative environment in which they work.
- Seeks guidance and clarification of any uncertainties before acting.
- Works within any delegations and authorities.

Risk management

Take a risk management approach.

- Actively adopts a proactive risk management approach.
- Fosters an environment where managing risk is accepted as the personal responsibility of each employee and encourages others to do the same.

Judgement

Identifies and acts on issues and develops quality solutions, setting high standards of decision making.

- Always role models our values.
- Demonstrates rigor to make effective and quality decisions.
- Stands up and acts when issues arise with a sound and level-headed approach.
- Keeps informed of activities and evolutions in the broader business.

Pre-employment checks

1. National Police check
2. Pre-employment Medical Assessment – Low Risk
3. Evidence of vaccination against COVID-19 or hold an approved exemption from the City

Notes

8. Regular checks of the validity and status of essential licences and registrations are undertaken during the term of employment.
9. The employee is responsible for notifying any new criminal convictions during the course of their employment.
10. The Registration to Work with Vulnerable People Act 2013 requires persons undertaking work in a regulated activity to be registered. A regulated activity is a child related service or activity defined in the Registration to Work with Vulnerable People Regulations 2014.

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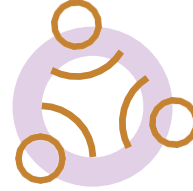
Proud of our capital city role

We rise to the call of being the island state capital. We are city shapers, amplifying our industry, commerce and small business communities by attracting investment and services to support them.



Focused on thriving

We are future proofed, not only doing our work well, but pursuing the work that makes a difference for our community.



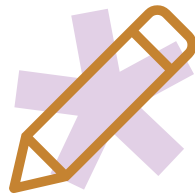
Community-centered

It is easy for all of our community to work with us and they are central in how we design and do our work.



Grounded in active governance + civic involvement.

We fulfil our legislative and civic responsibilities with transparency, accountability and fairness and we are equipped to do that well.



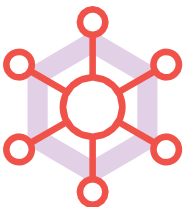
Creative + impactful

We deliver value for money and work creatively to ensure positive outcomes for all our stakeholders.



Leading from the heart

We acknowledge everyone is a leader. We are all accountable for building a positive, safe and caring culture for our organisation and the people in it.



Integrated + Collaborative

Making whole-of-organisation decisions is easy and we work as one team to successfully deliver for the community.



Scalable + Adaptable

We care for both our natural and built assets. We respond to our growing city and ongoing changes in our community and their expectations.

