CLARENCE VALLEY COUNCIL

Position Description

Marketing & Brand Officer

Directorate	Corporate & Governance
Location	Maclean
Classification/Grade/Band	11
Position Code	
Date position description approved	1 June 2020

Overview

With a large geographical area of 10,441 square kilometres and a population of almost 52,000 the Clarence Valley local government area is the gateway to the north coast of NSW and within easy driving distance of the south east Queensland. Encompassing beautiful beaches, stunning hinterland and the mighty Clarence River, the Clarence Valley is the ideal place for balancing work, life and relaxation. Clarence Valley Council is on an important journey in becoming a customer focused organisation that provides quality services in an efficient way.

Values

STRIVE

SAFE
We have a safety focused workplace culture to ensure the wellbeing of our staff and the community

TEAMWORK
We work together as one council towards shared goals and for the greater good of the community

RESPECT
We are inclusive, treat people with courtesy and fairness, and ensure each individual is valued and heard

INTEGRITY
We behave in a way that is honest, open, and transparent. We will take responsibility for our actions and strive for excellence

VALUE
We deliver services efficiently, effectively, and in an environmentally and financially sustainable manner.

ENGAGEMENT
We engage with our staff and community to inform our decision making, and create awareness of our activities

Primary purpose of the position

The Marketing and Brand Officer leads programs and initiatives to represent and promote the Council's activities in a clear and consistent way, while coordinating marketing and promotional activities to position the local government area as an ideal destination to visit, live, work and invest.

Key accountabilities

Within the area of responsibility, this role is required to:
- Lead and support marketing and promotional programs and the development of marketing collateral, underpinned by Council's brand, vision and values to create positive, effective and consistent messaging.
- Develop, maintain and moderate electronic distribution platforms to enhance the marketing and promotional programs and to ensure they are delivered to Council's standards and legislative requirements.
- Monitor and moderate Council's online platforms to gauge public opinion and to inform on future strategies and programs.
- Liaise with key internal and external industry stakeholders to identify strategic opportunities that complement current tourism services and deliver on tourism strategies and initiate and prepare grant applications that meet the strategic outcomes of Tourism services.
- Develop and support a strong client focused tourism service culture to sustain customer satisfaction and continuously improve service and customer experience.
- Prepare and implement marketing and communication plans, campaigns and activities that adopt tourism strategies, including development, design and quality control of creative concepts.
- Review, influence and develop the Council's brand identity guide and ensure a consistent look and feel to the Council brand.
- Develop and monitor implementation of a Council style guide for all external and (where appropriate) internal communications materials to ensure consistent and quality communications.

Key challenges

- Liaising with stakeholders, government and industry providing a link with Council while marketing tourism services and identifying and coordinating opportunities.
- Balancing the day to day delivery of customer service with the demands of Council's strategic plans to market and promote Council, vision and brand to meet community expectations.
- Challenging community mindset through effective promotion of achievement and positive outcomes.

Key internal relationships

Who	Why
Coordinator Communications and Industry Engagement	Receive guidance and provide regular updates on key projects, issues and priorities. Provide advice and contribute to decision making on marketing and promotional strategy. Identify emerging issues/risks and the implications and propose solutions.
Community & Industry Engagement Team	Support collaboration and ensure key tasks are completed and partners are aware of their accountabilities for the timely delivery of project outcomes.

Key external relationships

Who	Why
Tourism industry stakeholders	Provide information and guidance about project and program initiatives and opportunities for promotion.

Key dimensions

Decision making

The position is responsible for all decisions relating to the day to day delivery of the objectives of the unit.

Reports to	Coordinator Industry & Engagement
Direct reports	4 Direct reports including: Graphic Design Officer Tourism Information Officers
Indirect reports	Nil

Essential requirements

Tertiary qualifications in tourism, marketing, business or another relevant field or equivalent relevant industry experience. Current Driver's Licence.

Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: "how we do things around here". It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at www.lgnsw.org.au/capability

Below is the full list of capabilities and the level required for this position. The focus capabilities are in bold. Refer to the next section for further information about the focus capabilities

Local Government Capability Framework		
Capability Group	**Capability Name**	**Level**
Personal Attributes	Manage Self	Adept
	Display Resilience and Adaptability	**Adept**
	Act with Integrity	Adept
	Demonstrate Accountability	Advanced
Relationships	Communicate and Engage	Adept
	Community and Customer Focus	**Adept**
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
Results	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Create and Innovate	**Adept**
	Deliver Results	Adept
Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	**Adept**
	Procurement and Contracts	Adept
Workforce Leadership	Manage and Develop People	Adept
	Inspire Direction and Purpose	**Adept**
	Optimise Workforce Contribution	Adept
	Lead and Manage Change	Adept

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Capability Group	**Capability Name**	**Behavioural Indicators**
Personal Attributes Display Resilience and Adaptability	Adept	• Is flexible, showing initiative and responding quickly to change • Accepts changed priorities and decisions and works to make the most of them • Gives frank and honest feedback / advice • Listens when challenged and seeks to understand criticisms before responding • Raises and works through challenging issues and seeks alternatives • Stays calm and acts constructively under pressure and in difficult situations
Relationships Community and Customer Focus	Adept	• Demonstrates a sound understanding of the interests and needs of customers and the community • Takes responsibility for delivering quality customer-focused services • Listens to customer and community needs and ensures responsiveness • Builds relationships with customers and identifies improvements to services • Finds opportunities to work with internal and external stakeholders to implement improvements to customer services

Local Government Capability Framework		
Capability Group	**Capability Name**	**Behavioural Indicators**
Results Create and Innovate	Adept	• Produces new ideas, approaches or insights • Analyses successes and failures in the organisation for insights to inform improvement • Identifies ways in which industry developments and trends impact on own business area • Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation • Identifies, shares and encourages suggestions for organisational improvement • Experiments to develop innovative solutions
Resources Technology and Information	Adept	• Selects appropriate technologies for projects and tasks • Identifies ways to leverage the value of technology to achieve outcomes • Ensures team understands their obligations to use technology appropriately • Ensures team understands obligations to comply with records, information and knowledge management requirements
Workforce Leadership Inspire Direction and Purpose	Adept	• Demonstrates passion, enthusiasm and personal dedication to the organisation's vision • Translates organisation and unit objectives into team goals and plans to help staff understand the links • Builds a shared sense of purpose through involving people in the process of cascading goals • Motivates staff by providing autonomy in how they do their work, saying thanks and celebrating successes • Takes opportunities to recognise and reward individual and team efforts and performance

Local Government Capability Framework		
Capability Group	**Capability Name**	**Behavioural Indicators**