

POSITION DESCRIPTION	
Title:	Senior Marketing Officer
Group:	Community Connections
Reports to:	Manager Community Engagement and Activation
Grade:	17
Position Allowances:	Nil
Hours:	35 hours per week <i>(some evening and weekend work may be required)</i>
Number of Direct Reports:	1
Number of Indirect Reports:	0
Vehicle:	No
Position Code:	75113
Pre-placement Medical:	Not required
National Police History Check:	Not required
WWCC Check:	Not required
Date Developed:	February 2021
Position Purpose	
To coordinate the strategic delivery of Council's marketing activities and create a positive brand experience with the community. To actively promote Council's services and business units. To be proactive in the effective delivery of Council's Communications and Engagement Strategy and priorities.	
Qualifications and Experience <i>(Minimum required/essential for success in the job)</i>	
<p><u>Essential:</u></p> <ul style="list-style-type: none"> • Relevant tertiary qualifications and/or considerable experience in a marketing or communications role. • Experience in the development and delivery of strategic marketing plans and activities. • Demonstrated experience in Marketing programs, initiatives and events. • Strong relationship building skills. 	

- Excellent written and verbal communications skills.
- Project management skills including organisational and time management skills; project development, budget development and monitoring.
- Self-motivated, enthusiastic and energetic, ability to operate successfully with little supervision.
- Demonstrated excellence in liaising with people across all levels of a large organisation and the general public.
- Considerable experience in digital marketing platforms.
- Flexible approach to working hours (some evening and weekend work may be required).
- Computer skills, including experience with Microsoft Office programs.
- Experience in using a quality management system or other business improvement initiatives.
- Current Class C Driver's License.

Desirable:

- Experience in supervising staff.
- Knowledge of Local Government structure and operations.

Main Activities/Tasks

Council operates on the principle of existing to provide benefits for our Community, Councillors, Customers and the Council itself – we call this the 4C's. This position is required to do everything they can to identify, develop, resource, provide, support and measure benefits to the 4C's.

Marketing

- Develop a marketing plan that identifies the key target groups and the most effective promotional mediums for influencing them.
- Strengthen Council's overall brand engagement with customers, community and other key stakeholders.
- To assist in the implementation, development and promotion of Shellharbour City's brand in the areas of Economic Development, Events, Tourism and Attraction.
- Actively seeking collaboration and investment in funding opportunities from the State and Federal Governments.
- Facilitate planning, programs and events that support and market Council's business units.
- Support local business through targeted campaigns and programs aimed at increasing visitation, visitor spend, encouraging repeat visitation and where possible overnight stays.
- Assist with content generation for print collateral, website and social media platforms including written copy, videos and photos and assist in monitoring and responding to comments and requests from the public.

- Collaborate with Tourism Shellharbour, Destination NSW and other key industry bodies to promote the Shellharbour City area.
- Collaborate with key regional stakeholders to develop a range of value adding marketing initiatives.
- Develop a distinctive Shellharbour brand and style guide consistent with Council's corporate style guide.
- Work closely with key partners to ensure appropriate strategic and project outcomes are achieved.
- Provide advice and support for a wide range of communications activities including social media, digital media (including Council's website), communications planning, advertising and production of promotional material.
- Develop and implement draft policies and procedures for the team.
- Coordinate the development, production and distribution of marketing and promotional material.
- Supervise, support and coach the Social and Digital Media Officer in undertaking the work and projects of the team. Monitor workloads to ensure a balanced approach to service delivery and employee well-being.

Customer Service and Partnerships

- Provide exceptional and appropriate customer service to our customers and community in a prompt and pleasant manner.
- Work closely with the team to ensure a consistent approach to all communication and marketing activities.
- Build and maintain strong relationships across Council to support the successful delivery of marketing initiatives and projects and improve outcomes.
- Promote and champion marketing initiatives at Council, to the community, management and staff.
- Perform other duties consistent with the requirements of the position.

Leadership

- Contribute to developing organisational capacity to embrace and deliver best practice marketing and communications initiatives.
- Assist in the management of Council's reputation through strategic and considered marketing initiatives.
- Assist in exploring a range of creative alternatives to the continual improvement of services, systems and processes for marketing across Council.
- Contribute to strategic and operational planning as a key member of the Community Engagement and Activation team.
- Provide strategic support and considered advice to the Manager, senior management and staff on marketing.
- Be a role model for customer-focused service, participating in outreach and community engagement, event and cultural activities, as required.

Professional development

- Stay engaged with marketing and communications networks and industry developments to stimulate innovation and keep abreast of best practice.
- Take advantage of professional development opportunities to maintain currency of professional expertise.

Planning and Reporting

- Provide clear and concise written reports to Council, senior management and executive as required.
- Undertake regular performance and statistical reporting in accordance with the requirements for Integrated Planning and Reporting, Fit for the Future and grant requirements.
- Apply and demonstrate the values of Council across all aspects of work.
- Ensure compliance with all Council policies and procedures and relevant legislation.

Work Health & Safety

- Required to take reasonable care of self and others in the workplace.
- Cooperate with all health and safety policies and procedures agreed to by management and staff.
- Report any unsafe conditions that are identified.
- Not bypass or misuse systems or equipment provided for WH&S purposes.
- Must participate in WH&S training as required and contribute to the identification of hazards and assessment of risks as required.
- Manage the performance of Contractors in accordance with Council's Contractor Safety Management Guidelines (Draft).

Accountability and Behaviours

- To ensure that they are accountable for their behaviours in the delivery of their duties noted in the position and other functions relating to their role.
- Follow Council policies and procedures.
- Work collaboratively within the team and across Council towards common goals.
- Develop and maintain positive and effective professional working relationships with community and customers.
- Contribute to a positive organisational culture.
- Continuous improvement – evaluate current activities and continuously look for ways to improve quality, effectiveness and efficiency.

Organisational Values

- Apply and demonstrate Council's Core Values of Collaboration, Accountability, Integrity, Respect and Sustainability.
- Apply and demonstrate the four principles that together form the focus of the organisation, namely the 4C's: Community, Councillors, Customer and Council.