

1. Position Information

Position title	Marketing, Research & Campaign Planner	
Position reports to	Head of Commercial Services	
Directorate	City Transport and Presentation	
Department	Major Facilities	
Work location	Plenty Ranges Arts & Convention Centre & Civic Centre	
Classification	Band 6	
Employment category	Part Time 0.6 FTE	
	Permanent	
Normal work hours per week	24	
Tenure/special conditions		
Probity checks required	Police Check, Working with Children	
Incumbent	[HR use only]	
HR Reference Number	[HR use only]	
Position Code	[HR use only]	

2. Document Control

Prepared by	Manager Major Facilities	April 2018
Approved by	Manager Major Facilities	April 2018
Reviewed by [HR]	HRBP	April 2018

3. About Whittlesea

3.1 Our municipality

Whittlesea is a modern and vibrant municipality in Melbourne's northern suburbs. We're known for our attractive environment, family orientated community, healthy natural lifestyle and strong economic position. For more information about our municipality, refer to our website at whittlesea.vic.gov.au > About Whittlesea.

3.2 Diversity

Our commitment to supporting diversity is reflected in our workforce composition and reflects the diversity of the community we serve. Applicants from Aboriginal and Torres Strait Islander people, people with disability, people of all ages, women and people from culturally and linguistically diverse backgrounds are strongly encouraged to apply for vacancies.

3.3 Our organisation

This position is located within the City Transport and Presentation Directorate. Further information about the Directorate and its areas of responsibility is available at findyourbalance.com.au > About Us > Organisational chart > City Transport and Presentation.

3.4 The Business Unit

The Plenty Ranges Arts & Convention Centre and the Civic Centre Hospitality Service Department oversee the acquisition, staging and delivery of meeting, exhibitions, experiential events, food and beverage and entertainment activities in Councils two major meeting and event facilities.

4. Position Information

4.1 Purpose of the position

Responsible for the strategic design, implementation and oversight of a range of on-line and off-line communications strategies and the coordination of marketing events for both the Plenty Ranges Arts and Convention Centre & Civic Centre Hospitality Service. The Marketing Coordinator is responsible for planning and implementing sales, marketing and product development programs, both short and long range, targeted toward existing and new markets.

This role will be responsible for the development and delivery of overall communication and business development strategies and initiatives. This role will contribute significantly to organisational growth, innovation, and solidification of the brand.

4.2 Reporting Relationship

Responsible To:
Head of Commercial Services



THIS POSITION

Other positions reporting to immediate manager

- None

4.3 Key Challenges

- Raising profile of the Centres and there activities
- Ensuring returns on investment through strategic spend
- Developing a range of online and offline media
- Developing a clear and consistent value proposition
- Development and implementation of marketing and communications strategy and plan.

4.4 Interactions

Internal	External
All Staff	<ul style="list-style-type: none">• Clients Internal and External• Contractors• Marketing & Media Organisations

4.5 Key Accountabilities

Accountability	Key tasks	% of role
1. Planning	<ul style="list-style-type: none"> ▪ Develop and implement comprehensive marketing and communications strategies that support business development. This may include: <ul style="list-style-type: none"> ○ Creating or altering brand images, ○ Reaching out to a new target audience and creating a budget to cover all necessary expenses. ○ Identifying future needs, trends and resources for effective marketing of the venues ○ Developing and deliver strategies and policies related to box office sales and profile raising ○ Overseeing CRM system strategies ○ Developing practices to meet business objectives ○ Increasing the audience database and best utilise and protect data • To assist with the oversight of small meetings and events when required 	10%
2. Marketing management	<ul style="list-style-type: none"> • Manage relationships with external agencies and suppliers in relation to marketing, communication and business development initiatives. • Email campaign development and implementation • Manage inbound marketing systems, including campaign development and data analysis • Develop compelling custom content • Craft, design and deliver email campaigns • Supporting the Head of Commercial Services in developing and managing strategic partnerships and relationships. • Overseeing and developing marketing campaigns • Conducting research and analysing data to identify and define audiences • Devising and presenting ideas and strategies • Promotional activities • Compiling and distributing financial and statistical information • Writing and proofreading creative copy • Maintaining websites and looking at data analytics • Organising events and product exhibitions • Updating databases and using a customer relationship management (CRM) system • Coordinating internal marketing • Monitoring performance • Managing campaigns on social media. 	25%

Accountability	Key tasks	% of role
3. Print and social media	<ul style="list-style-type: none"> • Optimize print, social media and blog campaigns to generate interaction, brand exposure, and sales • Identify appropriate print and social media channels for targeted campaigns • Transform content to ensure easy sharing with social networks • Develop and implement customer service response to common complaints and a process in which they are resolved and communicated • Prepare and deliver high quality marketing collateral and stakeholder communications including print, electronic and social media; including the creation and management of company websites. 	40%
4. Brand	<ul style="list-style-type: none"> • Oversee brand management and guidelines, as well as proactive and reactive PR and media relations. • Contribute to the development and achievement of the wider organisational strategic plan. 	5%
5. Financial Management	<ul style="list-style-type: none"> ▪ Develop the annual budget for Marketing & Communications department in consultation with the Head of Commercial Services ▪ Manage the marketing and communications budget, including bespoke campaigns for all productions and other company activities ▪ Follow all financial processes within company time frames and other budget requirement 	5%
6. Operational Management	<ul style="list-style-type: none"> ▪ Develop and oversee implementation of print, advertising, brand and audience engagement campaigns on time, and on budget. ▪ Manage all print and online publications, including the production of the annual season brochure, taking responsibility for maintaining the company's high quality brand identity ▪ Ensure the effective communication of all marketing and publicity entitlements for venue hirers and co-presenting partners ▪ Manage internal company communications ▪ Deliver sponsorship and promotional benefits and activations ▪ Ensure that all OH&S legislation, policies, procedures and work practices are implemented and adhered to by staff and participate in risk assessment as required 	10%
7. Research & Reporting	<ul style="list-style-type: none"> ▪ Prepare key presentations and reports including Annual Reports, grant applications, and tenders ▪ Develop the research and evaluation framework for programs and activities, including the assessment and identification of gaps and opportunities submissions. ▪ Responsible for obtaining market research such as current trends in their niche and the needs and desires of consumers. ▪ Create a target audience and build campaigns and promotions aimed at this group of customers. ▪ Gather data by analysing business reports and conducting surveys or focus groups. ▪ Analyse campaigns to determine if they are successful or whether or not they may need to be modified. 	5%

Accountability	Key tasks	% of role
	<ul style="list-style-type: none"> ▪ Maintain and circulate marketing effectiveness analysis ▪ Provide regular commentary and analysis on ticket sales, financial and operational data ▪ Provide operational and analytical reports as required, including bi-monthly departmental reports ▪ Contribute to annual stakeholder acquittals, statistical reporting, annual reports and business plans 	
		Total 100%

5. Classification Information

5.1 Accountability and Extent of Authority

- Responsible for specialised marketing advice
- Required to input into policy development and review within area of expertise
- Accountable for provision of and ensuring outstanding customer service
- Responsible for compliance with all policy and procedures
- Accountable for OH&S and risk management requirements

5.2 Judgment and Decision Making

- Required to make accurate and timely decisions on all coordination of marketing activities
- Utilise judgements to determine the appropriate course of action

5.3 Specialist Skills and Knowledge

- Business acumen to manage and work within a budget
- Advanced proficiency in the full application of Microsoft office suite
- Skills in developing and reviewing procedures and policies
- Analytical and facilitation skills
- Ability to facilitate operational outcomes between business units
- Ability to develop Corporate promotions and communications liaising with other departments
- Ability to produce in-house graphic design

5.4 Management Skills

- Capacity to deal with a diverse range of tasks simultaneously
- Ability to quickly grasp and communicate complex concepts and plans and determine customer and client needs then progress them to feasible quality outcomes
- Facilitation skills to manage and achieve targets within set time frames against conflicting priorities
- Effective time management skills - Setting priorities, completion of task within a tight timeframes

5.5 Interpersonal Skills

- Ability to assist, identify and influence and achieve quality business outcomes
- Outstanding customer service skills and a commitment to exceptional customer service
- Ability to gain cooperation and analytical skills to influence outcomes
- Liaison skills to deal with suppliers and contractors internally and externally and resolve any problems that may arise
- Highly effective written and verbal communication skills required with liaising with clients
- Ability to forge relationships with media

5.6 Qualifications and Experience

- Minimum of 5 years marketing experience
- Experience in digital marketing
- Knowledge in the latest digital and social media technology and channels, and how to best leverage for marketing programs as part of overall strategy.
- Advanced computer knowledge and proficiency with Microsoft application
- A tertiary qualification in a relevant discipline and/or substantial industry experience in communications, marketing, public relations, business development.
- Excellent written and verbal communication skills
- Excellent organisational and project management skills.
- Experience in managing websites, online content, e-marketing and social media
- Experience in PR, media relations and corporate communications
- Experience in stakeholder relations, team management and leadership at senior level
- Experience in grant and tender writing and/or the production of reports
- Creative development experience, including graphic design and knowledge of the Adobe Creative Suite software (in particular Adobe InDesign)
- Proficiency in Microsoft Office suite (Word, Excel, Outlook, PowerPoint)

Personal Characteristics

- Enthusiastic, dynamic, self-motivated and proactive person.
- Highly professional and articulate with excellent interpersonal skills.
- Excellent attention to detail and commitment to high quality outcomes.
- Strong ability to manage multiple priorities and projects.
- Proven ability to work independently and within a team environment.

- Strong personal values and commitment

6. Key Selection Criteria

- A tertiary qualification in a relevant discipline and/or significant industry experience in communications, marketing, business development, and public relations.
- Demonstrated experience in developing and implementing comprehensive marketing communications and business development strategies.
- Demonstrated experience in the preparation and delivery of websites, marketing collateral, and other types of print, electronic, and social media, as well as proven capacity in PR and media relations.
- Demonstrated experience in preparing key presentations and reports including Annual Reports, grant applications, and tender submissions.
- Strong interpersonal skills with the ability to interact and establish professional strategic relationships with internal and external stakeholders.
- Excellent leadership, organizational and time management skills with the ability to multi-task and effectively prioritize competing demands.
- Minimum 5 years marketing experience
- Experience in digital marketing and developing marketing programs as part of organizational strategy
- Advanced computer knowledge and proficiency with Microsoft application
- Proven business expertise incorporating marketing and achieving profitable business outcomes
- An effective team player who is flexible, adaptable and contributes to overall team objectives

7. Responsibilities of all Whittlesea employees

7.1 Right to work in Australia

You must either be an Australian citizen; or have permanent residence status; or have an appropriate visa issued by the Department of Immigration and Citizenship that entitles the employee to work in Australia.

7.2 Emergency Management

As part of the duties associated with this position, the incumbent is expected (within reason) to assist Whittlesea in dealing with an emergency situation, should one arise, affecting the operation of Council and/or the wellbeing of the community

7.3 Occupational Health & Safety (OHS) and Risk Management

- Comply with all policies, procedures, directions and safe systems of work on OHS; ensuring you behave at all times in a manner so as not to endanger yourselves or any other person (whether that be a colleague, a supplier, a contractor or a member of the public)
- Report all accidents, hazards, near misses and other OHS issues to your immediate supervisor and consult with management through accepted channels.

Further information regarding OHS can be found in section 8 of this document.

7.4 Equal Employment Opportunity and Diversity

- Demonstrate an awareness and understanding of state and federal equal opportunity laws
- Demonstrate commitment and understanding of Access and Equity principles as they relate to provision of government services
- Advocate and foster harmonious, connected communities, recognising the community's values and celebrated differences through mutual respect, understanding and sense of belonging.

7.5 Sustainability

- Incorporate Whittlesea's sustainability objectives and targets into projects, programs and services
- Promote and participate in a culture of sustainability.

7.6 Customer Service

- Communicate measurable performance objectives and expectations in line with the Customer Commitments and the Customer Charter

8. Relevant Physical Requirements

8.1 Pre-employment medical examinations / functional capacity examination

You may be required to undertake a pre-employment medical examination to ensure that you can safely undertake all of the duties and tasks detailed in this Position Description. For some physical or outdoor positions an additional functional capacity examination may be required.

8.2 Location of work

This position will require working in the following environments:

Environment	Nil	Light	Average	Constantly
Indoor (office / workshop)				X
Outside			x	

8.3 Physical activities

The work is likely to require a certain amount of physical activity, such as:

Activity	Nil	Light	Average	Constantly
Standing			X	
Sitting				X
Bending			X	
Walking			X	
Repetitive hand work	X			
Heavy lifting (>15kg)		x		

8.4 Plant and Equipment

This role involves working with or near plant or equipment:

Hazard / Activity	Nil	Light	Average	Constantly
Rotating parts	X			
Noisy Environment	X			
Mobile or moving	X			
Strobe or similar lights		X		
Operating plant controls	X			
Driving plant or vehicles	X			
Machinery Vibration	X			
Ability to distinguish between colours	X			
Using hand held tools	X			
Working with irritants, chemicals, fumes and/or dust	X			
Working in hot surroundings	x			

8.5 Other activities

This role may also include:

Activity	Nil	Light	Average	Constantly
Talking on the phone				X
Direct contact with people				X
Working at heights	X			
Working with animals/ wildlife	x			

8.6 Declaration (To be signed by the successful applicant only)

The City of Whittlesea acknowledges and respects the privacy of individuals. A medical examination may be required to ensure that you are placed in a position in which the duties required are safely within your capacity.

You are required under Section 41 of the Workplace Injury Rehabilitation and Compensation Act 2013 (“the Act”) to disclose all pre-existing injuries or diseases suffered by yourself and which you are aware may be affected by the nature of the proposed employment. The failure to disclose, or making a false or misleading disclosure, of a pre-existing injury or disease means that any recurrence, aggravation, acceleration, exacerbation and deterioration of the pre-existing injury or disease as a result of employment with the City of Whittlesea does not entitle you to compensation under the Act.

I declare that I am fit and able to perform the inherent requirements of the position outlined above.	
Name	
Signature	
Date	