



## SOUTHERN GRAMPIANS SHIRE COUNCIL POSITION DESCRIPTION

### Position Details

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Title:	Marketing Officer
Classification:	Band 4
Position Number:	145.4
Business Unit:	Communication and Engagement
Directorate:	Office of the Chief Executive Officer
Reports to:	Marketing Coordinator

### Our Vision and Values

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#### **Vision**

Southern Grampians is a growing inclusive and connected community that fosters sustainability, diversity, and innovation

#### **Values**

Innovative – we will be open to new ideas, will welcome creativity and embrace change

Respectful – we will be caring, accept differences and value diversity

Collaborative – together we will work smarter to achieve agreed common goals

Trusting – we will be open, honest, and brave

Empowering – we will delegate opportunities, and develop and inspire success

#### **Child Safety**

Southern Grampians Shire Council is a child safe organisation committed to the Victorian Child Safe Standards by:

- providing an environment where Aboriginal children and young people can express their culture and enjoy their cultural rights
- having a zero tolerance approach to child abuse
- having a zero tolerance approach to racism and an expectation that staff and volunteers will act on incidents of racism

### Position Summary

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This is a varied and creative role supporting the marketing coordinator in the developing and implementing marketing and advertising for the Hamilton Gallery and the Hamilton

Performing Arts Centre (HPAC), managed by Southern Grampians Shire Council. The role will also assist as required in providing marketing support across the wider organisation

The Marketing Officer will contribute to the success of both arts facilities, assisting to increase the profile and patronage of both venues, engaging a greater and more diverse range of audiences through the delivery of targeted and integrated marketing and publicity

The ideal candidate is passionate about arts and cultural programs and events, particularly visual and performing arts, and thrives in dynamic, fast-paced environments

The successful candidate will have skills and experience in implementation of marketing and communications plans, including digital and social media, PR/media and visual content creation, alongside the ability to communicate effectively in written and verbal communication

Additional expertise in the areas of video editing/animation, graphic design, social media, photography/videography and/or web development is highly regarded

Evening and weekend work at events may be required so a degree of flexibility is preferred

### **Key Responsibilities**

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Work under the guidance of the Marketing Coordinator, this role will:

- Develop and implement advertising and promotional campaigns for events, exhibitions and workshops, alongside brand & venue marketing collateral
- Carry out opt-in paid marketing activities for external HPAC hirers, and undertake the planning and implementation of campaigns for in-house programming
- Create and distribute quality print promotional materials, including invitations, direct mail-outs, posters, flyers, brochures and physical signage
- Create captivating copy for media releases and proof and edit content for publication
- Create a range of engaging content for digital channels, including electronic direct mail-outs (EDMs), websites, digital displays and social media (posts, videos, stories, and reels)
- Assist with the maintenance and development of websites
- Engage meaningfully with audiences on social media platforms
- Work with colleagues to ensure consistent, brand-aligned and effective communication at each point in the customer/visitor journey, from pre-event marketing through to booking, attendance and post-event engagement
- Work collaboratively with team members at both venues and in other Council departments on projects and at events
- Carry out administrative tasks as required, utilising Microsoft Office and various internal digital systems

### **Extent of Authority**

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- The position requires freedom to organise and set own work priorities subject to general directions

- The freedom to act is governed by clear objectives and budgets, following frequent consultation with the role's supervisor
- The work generally falls within specific guidelines, but with scope to exercise discretion in the application of established standards and procedures
- The position is accountable for the efficient flow of project documents and information to their supervisor
- Commit to and adhere with Child Safety standards and Council's requirements

### **Judgement and Decision Making**

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- This position is able to resolve problems through the adaptation of previous experience, theory or precedent to new situations, with guidance and advice always available
- This position has the ability to make decisions within the carrying out of well-defined responsibilities and objectives

### **Specialist Skills and Knowledge**

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- Sound administrative skills, including experience in the use of Microsoft 365 software.
- Knowledge and experience in the use of digital/social media platforms, content creation software, and computer systems
- Excellent written, oral, and digital communication skills
- Ability to adapt to new specialist software as required
- Familiarity and proficiency in the following is highly regarded: Mailchimp, Meta Business Suite (Facebook and Instagram), YouTube, WordPress, Google Analytics and AdWords, SEO, Adobe Suite and Canva

### **Management Skills**

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- This position has the ability to efficiently manage time, set priorities, plan and organise own work to achieve specific and set objectives within the required timeframe
- This position has the ability to source information and ideas for marketing materials and content
- This position may be required to work flexible hours including after-hours weekdays, on weekends and public holidays on request
- Will comply with systems and policies to ensure a safe work environment by:
  - Taking reasonable care for your own health and safety and the health and safety of others within the workplace and co-operate with Council with respect to any action taken to comply with a requirement of the OHS Act
  - Not intentionally or recklessly interfere with or misuse anything provided at the workplace in the interests of health, safety or welfare

- Contribute to OHS consultation processes
- Prompt reporting of hazards and incidents

### **Inter-personal skills**

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- A confident and flexible approach to work, with a tendency to question, seek and interpret information efficiently
- An ability to develop relationships with, and gain cooperation and assistance from, colleagues, members of the public, contractors, media, and external partners
- An ability to be self-motivated, proactive and to identify opportunities in relation to organisational goals

### **Compliance with Legislation and Policies**

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- Adhere to all current relevant codes of conduct and legislative requirements including but not limited to:
  - Southern Grampians Shire Council Policies and Procedures
  - Southern Grampians Shire Council Staff Code of Conduct
  - Privacy and Data Protection Act 2014 (Vic)
  - Equal Opportunity Act 2010 (Vic)
  - Occupational Health and Safety Act 2004 (Vic)
  - Government/Industry Codes of Conduct
  - The Southern Grampians Shire Council Enterprise Agreement
  - The Municipal Emergency Management Plan
- Demonstrate a commitment to risk management principles and practices, and also maintain a safe environment for staff and the community
- Responsible for ensuring the security of Council's assets under the Officer's control
- Remain compliant with the requirements of the Occupational Health and Safety Act 2004 (Vic), and contribute to the health, safety, and wellbeing of Council employees by:
  - Co-operating with Council with respect to any action taken to comply with a requirement of the OHS Act 2004

### **Qualifications and Experience**

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- Post-secondary qualification or relevant experience, knowledge and skills in marketing, communications and/or administration
- Experience in preparing quality visual and written material, correspondence, and reports
- High level competencies with a variety of computer systems and software

- May require a current Working with Children Check and current Australian Drivers Licence

### Key Selection Criteria

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The employee will demonstrate the following:

- Relevant qualifications and/or experience in marketing, public relations or communications
- Familiarity with a range of relevant tools, specialist software and digital applications relating to marketing, websites, social media, websites, graphic design, and administration
- Highly developed written, oral, and digital communication skills
- Demonstrated ability to liaise effectively with a wide range of stakeholders
- Ability to manage own time and work harmoniously in a team environment as well as independently

### Agreement

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I, \_\_\_\_\_ have read and understand the objectives and conditions of the above mentioned role.

Employee: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_