POSITION DESCRIPTION

Title:	**Marketing Officer**
Position Number:	**1971**
Classification:	**Band 5**
Directorate:	**Corporate Services**
Department:	**Communications and Engagement**
Team:	**Marketing**
Award:	**Greater Shepparton City Council Enterprise Agreement / Victorian Local Authorities Award 2001**
Incumbent:	**Vacant**

ORGANISATIONAL RELATIONSHIPS

Reports to:	Team Leader - Marketing
Direct Reports:	Nil
Primary Internal Relationships:	▪ Manager Communications and Engagement ▪ Marketing Team ▪ Communications Team ▪ Web Team ▪ Various Council Departments as required ▪ Relevant managers
Primary External Relationships:	▪ Media ▪ Creative, production and media placement agencies

POSITION OBJECTIVES

Work collaboratively with staff and external stakeholders to develop, implement, review and evaluate marketing strategies and campaigns that assist Council and its respective departments to deliver on the objectives of the current Council Plan.

KEY SELECTION CRITERIA

- Demonstrated experience creating, implementing, reviewing and evaluating marketing and campaign plans.
- Creative thinker who is highly motivated and results driven.
- Ability to create positive and productive working relationships with a range of stakeholders and ability to work as part of a team.
- Demonstrated initiative, self-motivation and the ability to meet competing deadlines in an issues-rich environment.
- Tertiary qualification in a relevant field such as Marketing, Communications, Journalism or Public Relations and relevant work experience.

KEY RESPONSIBILITY AREAS

Marketing Leadership, Engagement, Consultation and Planning

- Develop, implement and evaluate marketing strategies in alignment and in support of the four-year Council Plan and department business plans.
- Provide marketing assistance and advice for a range of Council Departments as directed.
- Assist with the development, implementation and review of relevant marketing policies, procedures and processes.
- Conduct research to understand the community for marketing activities to be targeted and effective.
- Monitor, analyse, measure and report marketing outcomes including meeting of objectives and key performance indicators.
- Research and analyse market trends and competitor offerings and other information to contribute ideas and inform marketing campaigns.
- Undertake videography and photography activities to support Council campaigns and communications as required.
- Provide assistance to other team members as required.

Relationship Management

- Develop and manage positive working relationships in identifying marketing requirements.
- Participate in project board, team and project planning meetings.
- Consistent communication with stakeholders to provide regular updates of projects.
- Develop and manage positive working relationships with media and relevant suppliers.

Branding and Visual Identity

- Ensure promotional material supports the objectives of our brand identity and meets the brand style by overseeing asset production.
- Create and develop new innovative ways to educate, communicate and engage with identified audiences.

Media Advertising/Promotion

- Source media placement and supplier services as per marketing campaign requirements.
- Co-ordinate media placement bookings as per marketing campaign requirements.
- Seek supplier quotes on behalf of others within the organisation and assist with design brief and development as needed.
- Undertake public relations activities such as media opportunities, media releases, speech writing and event co-ordination as per campaign requirements.

Systems and Processes

- Understanding of policies and procedures in the procurement of creative, production and media buying services.
- Utilise a range of systems to facilitate marketing activities.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable for:

- Providing advice and assistance to managers and team leaders on marketing strategies.
- Ensuring the accuracy of publicity and measuring the effectiveness of promotional materials and campaign strategies.
- The achievement of the key responsibilities of the position and the timely, accurate and efficient production of high quality work with limited supervision.

This position has the authority to:

- Manage campaign budgets including raising purchase orders as required.
- Outsourcing tasks where necessary.

Judgement and Decision Making

- Ability to be able to develop responses with appropriate Council spokesperson to public media comments.
- Ability to think creatively and conceptually. Developed problem solving skills and the ability to think clearly, quickly and laterally.
- Guidance and support will be available when required within the time required to make a decision.
- The incumbent has a well-defined understanding of the objectives of their work.
- Ability to seek advice and produce solutions within critical timelines and in dynamic and politically sensitive environments.

Multiskilling and additional duties

- The incumbent of this position may be directed to carry out such duties as are within the limits of the employee's skills, competence and training, provided such duties do not result in a narrowing of the employee's skill base.

SKILLS AND KNOWLEDGE

Specialist Skills and Knowledge

- Ability to effectively communicate information and ideas in written and verbal format.
- Well-developed political acumen and awareness.
- Understanding of the local government operating environment and the contemporary issues affecting local government.
- Computer literacy and knowledge of Microsoft applications.
- Knowledge and understanding of media channels and advertising processes.
- Knowledge of the wider political context in which the Council operates.

Management Skills

- Excellent planning skills, attention to detail and ability to problem solve.
- Project management skills with ability to manage multiple projects.
- Ability to be self-motivating and complete tasks efficiently.
- The ability work to deadlines and under pressure.

Interpersonal Skills

- Strong interpersonal skills and ability to work collaboratively with and gain the co-operation of a range of stakeholders.
- Ability to liaise with key staff to understand marketing requirements and provide marketing assistance and advice across the organisation.
- Commitment to teamwork with the ability to contribute individually and participate in cross-functional teams.
- Well-developed written and oral communication skills.
- Confidentiality and discretion are essential to the position.
- Excellent and positive personal and professional presentation.
- Where required, ability to engage and consult with the public, community, business and the media.

QUALIFICATIONS AND EXPERIENCE

- Relevant experience in the area of marketing, communications, journalism and/or public relations.
- Qualifications in marketing, journalism, communications, public relations or related field.
- Experience in working with marketing strategies.

OTHER INFORMATION

This position description is an overview of the role; reasonable adjustments to the role that do not change the overall level, scope or intent of the original position may be discussed and agreed to in consultation with the incumbent.

It is a prerequisite of this position that the incumbent holds and maintains a current:

- Victorian Drivers Licence

LEGISLATION

As a Council officer the incumbent is required to be aware of and adhere to the following acts, regulations and codes (as replaced from time to time):

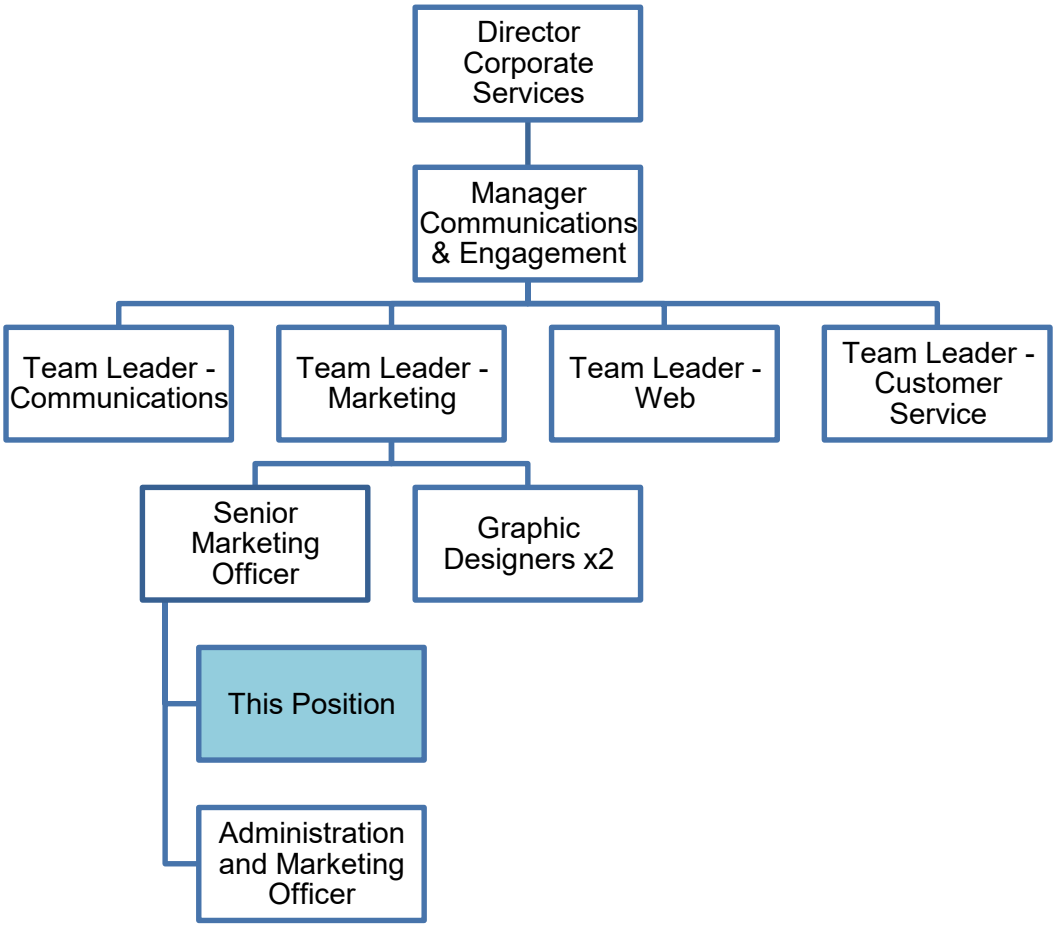
- Local Government Act 2020
- Occupational Health and Safety Act 2004
- Equal Opportunity Act 2010
- Greater Shepparton City Council – Employees Code of Conduct

This is not an exhaustive list and individual roles may have responsibilities under other forms of legislation.

ORGANISATIONAL CONTEXT

Departmental Overview

The Communications and Engagement Department provides the marketing, communications, Greater Shepparton Partnerships, digital media and design and customer service functions for Council including: producing and distributing digital and printed marketing and communications materials; media liaison; creating and distributing media releases, alerts and advisories; internal communication; digital and social media communication and developing, maintaining Council and its sub-brands' websites and providing a range of information and services to Council's customers either face to face, via telephone or online.



VALUES

Our Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation.

These values may be guiding principles of behaviour for all members in the organisation.



We are attentive, listen to others and consider all points of view in our decision making.



We take pride in honouring our promises and exceeding expectations, and are t ransparent with and accountable for our actions.



We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton Community.



We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.



We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.



As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton Community.

SHARED ORGANISATIONAL RESPONSIBILITIES

Occupational Health and Safety

All employees are responsible for the effective implementation of the Greater Shepparton City Council Safety Management System and demonstrate a commitment to effective risk management and minimisation. This includes:

- Taking reasonable care for their own safety and that of others at work.
- Obey all instructions from their supervisors to protect their own personal health and safety and that of others.
- Actively participate in OH&S training and awareness programs.
- Follow and encourage work group adherence to safe working procedures, instructions, guidelines and practices and recommend change if considered inadequate.
- Using safety devices and PPE correctly and when required.
- Reporting any incidents, near misses or safety hazards to supervisors, management or HSR's.
- Ensuring that they do not endanger any other person through any act or omission at work.
- Ensuring they are not affected by the consumption of alcohol or other drugs, illness or fatigue or endanger their safety or that or others.
- Actively participate in work group OH&S activities such as toolbox sessions.

Customer Service

Our customers are persons or organisations that use or needs a services provided by Greater Shepparton City Council.

We believe service excellence is the ability to provide a high quality consistent and empathetic service to our customers in line with Council objectives and statutory obligations.

Greater Shepparton City Council recognises customer service as a whole of Council responsibility. We will strive to provide service excellence through:

- Informed professional guidance and advice.
- Listening to and understanding our customer needs.
- Developing skilled and motivated staff.
- Strengthening relationships between staff and the customer.
- Ongoing evaluation reporting and continuous improvement.

Recordkeeping

As an employee of the Victorian Public Service Sector, you have a statutory obligation to maintain the confidentiality, integrity and availability of public sector information. It is your responsibility to ensure you are fully aware of the recordkeeping responsibilities detailed in the Greater Shepparton City Council's Records and Information Management Policy, Framework and associated procedures. It is a requirement for all staff to create, capture and protect the full and accurate records of all work related decisions and activities into relevant approved corporate systems.

Emergency Management

Greater Shepparton City Council understands and accepts its roles and responsibilities in emergency management operations described in the Emergency Management Act (1986 & 2013) and it is a core function of Council business.

The incumbent may, at times be asked to assist in Council's emergency management operations, within reason.

Risk Management

All employees are to:

- Understand the principles and purpose of Risk Management and the associated framework activities.
- Understand all the risks associated with their activities and assist their Manager/Team Leader in the identification and management of risks.

Child Safety

Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

INHERENT PHYSICAL AND COGNITIVE REQUIREMENTS

The frequency of the physical and psychosocial demands required of the position are defined as:

Never (N)	Does not occur
Rarely (R)	May occur but does not occur daily or weekly. (1% - 5% of the time spent)
Occasionally (O)	Does occur, time is set aside to perform this activity. (6% - 33% of the time spent)
Frequently (F)	Occurs daily or takes up a large percentage of the day. (34% - 66% of the time spent)
Constantly (C)	Primary activity for this position. (67% - 100% of the time spent)

	N	R	O	F	C
Work Environment					
Indoors					X
Outdoors			X		
Slippery Surfaces	X				
Uneven ground/Sloped areas	X				
Work in isolation	X				
Work in confined spaces	X				
Work at heights	X				
Work in dusty/fumes/foul smells	X				
Exposure to loud noises requiring hearing protection	X				
Exposure to personal waste	X				
Body Posture					
Standing			X		
Sitting					X
Squatting/Crouching	X				
Kneeling	X				
Twisting	X				
Bending	X				
Manual Handling					
Reaching or working overhead (above shoulder)	X				
Reaching forward	X				
Gripping/fine motor movement				X	
Pushing/restraining	X				
Driving a vehicle			X		
Lifting floor to waist	X				
Lifting waist to overhead	X				
Lifting from a truck/trailer	X				
Lifting 0 - <5kg		X			
Lifting 5 - <10kg	X				
Lifting 10 - <15kg	X				
Lifting 15kg+	X				
Carrying awkward loads	X				
Climb steps/stairs/ladder			X		
Exposure to vibration	X				
Psychosocial					
Give direction to others		X			
Dealing with aggressive customers		X			
Dealing with upset customers		X			
Supporting dependent persons	X				

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	N	R	O	F	C
Cognitive					
Written communication					X
Verbal communication					X
Comply with legislation				X	
Problem solve					X
Reason/make sense of things					X
Make critical decisions			X		
Ensure accuracy/details					X
Remember names/details				X	
Show creativity					X
Examine/observe others		X			
Work quickly					X
Concentrate amid distractions					X

ACCEPTANCE AND AUTHORISATION

Employee

I have read and understand the requirements and expectations of the Position Description. I agree that I have the physical and cognitive ability to fulfil the inherent requirements of the position and accept my role in fulfilling the key responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Name: _____

Signature: _____

Date: _____

Authorising Officer

By signing below the Authorising Officer indicates their agreement with and approval of the position description.

Authorising Officer Name: _____

Position: _____

Signature: _____

Date: _____