

Role Description

Team Leader Marketing & Tourism



Title	Team Leader Marketing & Tourism
Classification/Grade/Band	Band 3 Level 3
Group/Unit/Section	Connected Communities/Community Engagement Marketing and Tourism
Reports to	Section Manager Marketing and Tourism

Vision

A vibrant organisation doing great things.

Purpose

To provide valuable services that strengthen and support the Central Coast Community.

Values

Decisions, actions and behaviours are governed by our Corporate Values; Serve, Collaborate, Improve, Be Your Best and Be Positive. All employees have a responsibility to uphold and champion these values.

Primary Role Statement

In assisting to drive the overarching vision and purpose, the role of Team Leader Marketing is to oversee the day-to-day work and functioning of the team undertaking operational work or service provision, and to collaborate with others to complete the programs and projects of the section. This will be achieved through leadership and direction to the marketing team to provide high quality marketing for key projects and initiatives to internal and external audiences to maintain and improve Central Coast Council's (CCC) reputation.

The Team Leader Marketing is required to engage with employees, providing quality customer service and creating value for the community.



Key Duties and Responsibilities

- Manage and oversee implementation of actions and initiatives of the Marketing Strategy and measure, evaluate, refine and further inform the strategy as required to meet business needs
- Proactively manage The Central Coast Council brand and Regional Destination Brand, including provision of expert advice to internal stakeholders regarding usage guidelines, business rules, issues and assistance to address them, reporting and analysis
- Assist Section Manager with all reporting for Council, Director and Unit Manager
- Assist Section Manager with answering CX enquiries from the community
- Develop and maintain collaborative stakeholder relationships with internal and external stakeholders to achieve positive outcomes for the brand reputation
- Implement and pro-actively manage Council's Sponsorship Framework and guidelines and liaise with internal and external stakeholders on the delivery of agreements
- Plan, execute, measure and evaluate a wide range of marketing activities for both internal clients and Destination Marketing, including advertisements, promotions, digital content strategies, social media and other marketing activities
- Keep abreast of best practice marketing strategies and digital marketing initiatives and actively build on new approaches to ensure adaptability within the business environment
- Ensure Design teams and external vendors consistently adhere to the CCC brand and corporate style. Ensure intranet is kept updated with the current use guidelines and corporate templates. Communicate the links to this information with all staff on a regular basis and provide good examples of proper use to reinforce.
- Assist Section Manager with any Tourism related projects for the region that may fall within your skills and capabilities
- Perform any other duties, tasks or projects the employer or Section Manager may assign to you, having regard for your skills, training and experience.

Authority and Accountability

- Engender a collaborative and supported work environment for workers which includes the effective implementation of Council's Safe Systems of Work within your team



- The Team Leader Marketing and Tourism may work away from Council premises and is required to make autonomous decisions usually influenced only by Council policy, the situation and relevant legislative framework. Independent action is required
- Decisions affect the work and activities of others within the section or from a specific project team
- The work of the Team Leader Marketing and Tourism influences the community within a specified service line through the application of technical skill or application of regulatory requirements
- The Team Leader Marketing and Tourism is responsible for ensuring that operational safety standards or other requirements are met at an operational level
- Develops a complete budget for a section or a specific project. Responsible for costing resources/time/people and materials
- Monitor budgetary spending within work area, against pre-determined targets. Weigh up options on a cost basis in order to make recommendations and continuously look for greater efficiency within work area.

Personal Attributes

- Give frank and honest feedback/advice and seek to listen and understand when ideas are challenged
- Set an example for others to follow and identify and explain ethical issues, and act to prevent and report illegal and inappropriate behaviour
- Demonstrate a high level of personal motivation, take opportunities to learn new skills, develop strengths and examine and reflect on own performance
- Seek to gain ever higher levels of self-awareness
- Be responsive to the input of others and work to understand their perspectives.

Interpersonal Skills

- Actively listen and clearly explain complex concepts and arguments to individuals and groups
- Take responsibility for delivering high quality customer-focused services
- Identify opportunities to work collaboratively with other teams/ units to solve issues, develop better processes and approaches to work and share lessons learned
- Identify and resolve issues with other staff and stakeholders and respond constructively to conflict and disagreements.



Business Enablers and Technical Skills

- Make sure team / unit understand expected goals, take responsibility for delivering on intended outcomes and acknowledge success
- Ensure current work plans and activities support and are consistent with organisational change initiatives
- Anticipate, identify and address issues and potential problems working towards sustainable solutions and outcomes
- Ensure that actions of self and others are focused on achieving organisational outcomes
- Take account of financial implications and return on investment when planning financial transactions
- Identify ways to leverage the value of technology to achieve team/ unit outcomes, using the existing technology of the business
- Be aware of procurement and contract management risks and actions to mitigate these
- Evaluate progress and identify improvements for future projects.

Leadership/Management

- Provide timely feedback to staff and address and resolve performance issues that impact on team outcomes
- Promote a sense of purpose by ensuring the team understands the performance outcomes and the strategic direction of the business
- Monitor and communicate performance standards to desired outcomes
- Provide guidance, coaching and engage staff in change process and recognise cultural barriers that undermine change.

QUALIFICATIONS

Essential

- Degree qualification in marketing, public relations or related field OR demonstrated solid contemporary experience in a similar role, combined with ongoing professional development.



Desirable

- Post Graduate qualifications in digital marketing or a related field.

EXPERIENCE

- Extensive experience in managing marketing, sales or corporate brand and sponsorship management for a large organisation with a high public profile
- Extensive experience in developing, implementing and evaluating a broad range of marketing strategies with defined objectives and outcomes
- Demonstrated understanding of digital marketing and tools
- Demonstrated ability to apply excellent written and verbal communications skills across a variety of forums, including publications, advertisements, social media and website content
- Demonstrated leadership behaviours, including active communication with the team in regard to performance, business strategy, diversity, coaching and mentoring and change management
- Demonstrated ability to build strong, credible relationships and influence, persuade or negotiate outcomes that are of benefit or add value, to all or part of the organisation;
- Proven ability to assess, interpret and judge information or situations, and formulate recommendations, provide specialist advice or deliver a service, based on the findings.

Key Relationships

Internal	External
	Members of the Public/residents/ratepayers
Councillors	Local Business
CEO	State and Federal Government Agencies
Unit Managers / ELT	Suppliers
Section Managers/Team Leaders	
Other Council employees (not including direct reports)	



