

# Role Description

## Marketing Officer



<b>Title</b>	Marketing Officer
<b>Classification/Grade/Band</b>	Band 3 Level 1
<b>Group/Unit/Section</b>	Connected Communities / Community Engagement / Marketing and Tourism
<b>Reports to</b>	Team Leader 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 contributing to the overarching vision and purpose, the role of Marketing Officer is responsible for providing high quality facilitation, coordination and implementation of marketing and brand support for business strategy, key projects and initiatives to internal and external audiences.

The position of Marketing Officer is required to provide quality customer service and create value for the community.



## Key Duties and Responsibilities

- Undertake marketing activities for Central Coast Council in accordance with Council's Reputation Management Framework ensuring community, economic and organisational needs are addressed;
- Coordinate and implement a wide range of promotional marketing activities including organising production of digital and print materials, briefing agencies, media strategy, creative strategy and preparation of relevant briefs;
- Coordinate visual communication by developing a library of video and photographic media to support messaging and promotion of CCC's activities;
- Develop and implement actions and initiatives of the sponsorship program including promotion of the program, provision of advice regarding the program, management of applications including assessment, acquittal, reporting and ensuring outcomes and benefits are delivered as agreed;
- Develop and implement actions and initiatives of the Major Events Strategy and Tourism Framework including provision of advice about the program and management of funding applications;
- Contribute to evaluating the effectiveness of marketing activities, providing feedback to stakeholders and recommend changes where appropriate;
- Build and support opportunities for marketing Central Coast place and economic development across the organisation and to the region;
- Consistently adhere to and promote the CCC brand and corporate style;
- Perform any other duties, tasks or projects the employer may assign, having regard to the incumbent's skills, training and experience;



## Authority and Accountability

- Take care of your own health and safety and that of others. Comply with any reasonable instructions and apply Council's Safe Systems of Work consistent with the Responsibilities, Authorities and Accountabilities of your role;
- Policy, processes and procedures are readily available but the Marketing Officer is required to choose the appropriate actions within these frameworks. Unusual problems may be referred for clarity of policy direction or guidance;
- Decisions made by the Marketing Officer affect the work and activities of others within the work group or team;
- The work of the Marketing Officer influences the external environment by ensuring services are consistent with Council standards;
- Is accountable for own work performance. Liability generally lies with the supervisor or Council as the employer;

The Marketing Officer identifies requirements as an input to budget development.

- Look for ways to save costs. Be conscious of budget constraints and be aware of cost implications of own actions within own work area.

## Personal Attributes

- Be adaptable, flexible and focused when dealing with change;
- Represent Council honestly, ethically, professionally and lead by example;
- Be committed to achieving work goals and maintains motivation when tasks are challenging and actively seek feedback from colleagues and stakeholders;
- Be responsive to the input of others and works to understand their perspectives.

## Interpersonal Skills

- Listen to others and asks appropriate, respectful questions and adapts behaviour accordingly;



- Support and promote a culture of quality customer service identify and respond quickly and provides solutions to meet customers' needs;
- Build a supportive and cooperative team environment, share information and learning across teams and solve issues and challenges in collaboration with others;
- Respond to conflict without inflaming the situation and knows when to refer to a supervisor for assistance and/ or withdraw from a conflict situation.

### **Business Enablers and Technical Skills**

- Complete tasks to agreed budgets, timeframes and standards without guidance and contribute to the allocation of responsibilities and resources to ensure achievement of team goals;
- Understand the team/ unit objectives and responds proactively to changing circumstances and adjust plans and schedules when necessary;
- Identify issues that may impact on task completion and provides appropriate solutions;
- Understand delegations and act within authority levels;
- Exercise fiscally responsible behaviour and remain up to date with financial delegation processes;
- Support system improvement initiatives and embrace new technologies;
- Purchase under delegation and comply with procedures;
- Understand project goals, action tasks and expected outcomes and identify and escalate project variances;
- Keep abreast of best practice engagement strategies and actively build on new approaches to ensure adaptability within the business environment.

### **Team Work**

- Recognise and acknowledge individual/ team performance;



- Monitor and use resources responsibly to achieve team objectives;
- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity.

## QUALIFICATIONS

### Essential

- Degree in Marketing, Business or related field OR demonstrated solid contemporary experience in a similar role, combined with ongoing professional development.

## EXPERIENCE

- Demonstrated experience in undertaking delivery of a broad range of marketing activities with defined objectives and deadlines;
- Demonstrated understanding of corporate branding and place marketing initiatives;
- Demonstrated project management and organisational skills, and ability to manage varied and conflicting demands to agreed standards and timelines;
- Demonstrated ability to apply excellent written communications skills across a variety of marketing materials, including publications, presentations, newsletters;
- Outstanding interpersonal, communication and negotiation skills, including the ability to persuade stakeholders on matters relating to key areas of responsibility;
- High proficiency in the use of computers and software packages, particularly Microsoft Office.

## Key Relationships

Internal	External
CEO	Members of the Public/residents/ratepayers
Unit Managers / ELT	Community Organisations – service clubs etc.
Section Managers/Team Leaders	State and Federal Government Agencies
Other Council employees (not including direct reports)	Local Business

