

Job title: Leisure Marketing Lead	
Classification: Band 7	Effective Date: 27 May, 2024
Reports to: Manager, Strategic Communications and Marketing	Tenure: 11 months – Temporary Part Time Fixed Term (Parental leave replacement)

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all. Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and



WHITEHORSE CITY COUNCIL

Position description

young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

This position is responsible for strategic marketing and communications across Aqualink, Sportlink and Nunawading Community Hub (The Hub). You will work across brand, acquisition, retention and communications.

Key Responsibilities

Position Specific Responsibilities

- Lead the marketing and communications planning for Aqualink, Sportlink and The Hub. This includes the development of both an over-arching plan and detailed campaign plans.
- Work in partnership with the leisure teams to develop marketing and communications activities. Provide strategic advice and direction, leading leisure marketing meetings.
- The primary focus of the role is on Aqualink membership. This includes both acquisition of new members and retaining current members.
- Ensure brand guidelines are followed. Develop and maintain strong branding with a consistent look and feel throughout the community.
- Oversee communications projects and activities for leisure.
- Coordinate digital marketing strategies and rollout.
- Lead campaign planning and management. Monitor campaign rollout and evaluation.
- Provide day to day management of the Leisure Marketing and Communications Officer.
- Write reports for the Manager of Strategic Marketing and Communications as required.
- Assist as required in the 'Aqualink exploring alternative management models' project.
- Maintain a commercial mindset, helping to achieve strong outcomes for our leisure facilities.
- Work collaboratively across the Strategic Marketing and Communications Department.

Corporate Responsibilities

- Ensure adherence to all Corporate Policies, Procedures and the Overarching Principles in the current Whitehorse City Council Collective Agreement 2019 by all staff under their supervision.
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- Identify and develop changes to policy and procedure in areas of responsibility.

- Ensure that risk management principles are adopted in all decision-making processes within their team.
- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Apply sound financial management techniques to Team budget processes.
- Provide equitable and sound supervision of staff, (including ensuring appropriate training, development and motivation) to ensure that team KRA's are met and contribute to the strategic plans of the team.
- Ensure appropriate care and use of assets and equipment.

Accountability and Extent of Authority

Budget: Develop and manage marketing components of the Leisure and Recreation Services Departments budget lines.

Staff responsibility: Manage the work priorities and oversee the work output of the Leisure Marketing and Communications Officer.

Judgement and Decision Making

This position will be required to create marketing strategies, promotions and plans. Appropriate investigation, analysis and consultation will be required to make decisions. It is expected that the incumbent will draw on previous experience to bring a high level of strategic marketing direction and support to the leisure teams.

Specialist Knowledge and Skills

Proficiency in the **use of Microsoft Office products.**

- Proficiency in managing social media channels.
- Advantage if you have:
 - Indesign and Canva experience
 - Perfect Gym Solutions (PGM) database experience or other CRMs
 - Mailchimp eDM experience
 - Website CMS experience
 - Advanced Excel skills for membership reporting
 - Creating Google ads
 - Creating Facebook ads

Qualifications and Experience

- Tertiary qualifications in a marketing or related discipline.

- Relevant experience such as local government, community, membership based or leisure services.
- Thorough experience, knowledge and understanding of the principles and practices of strategic marketing, business planning and membership servicing.

Interpersonal Skills

- Strong relationship building and relationship management skills.
- Excellent stakeholder management skills. Effective at influencing, negotiating and problem solving.
- Exceptional written communication skills to enable the preparation of marketing materials.
- Optimistic with a 'can do' attitude, contributing to a positive team culture.

Key Relationships:

This position reports to the Manager, Strategic Marketing and Communications (SMC). However, they will also work closely with leaders across Aqualink, Sportlink and The Hub. The incumbent is also required to work closely with and gain cooperation from Council contractors, staff and management. It is expected that the incumbent will establish a network of contacts within the leisure and recreation industry. This will help to share information and keep up to date with the latest trends.

Management Skills

- A leadership role within the SMC Department.
- In addition, leading the strategic marketing and communications work across Aqualink, Sportlink and The Hub. You will provide marketing and communications expertise to the leisure teams and leaders.
- The ability to work as part of a team and contribute effectively to the broader SMC department/ leisure teams.
- Contribute towards KPIs for both SMC and the Leisure Business Plan.
- Strong stakeholder management skills.
- Effective influencing and interpersonal skills.
- Active listening and ability to create discussion, input and dialogue within meetings. Ensure all stakeholder have a voice and can contribute to the marketing and communications plan.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.

- A valid Victorian driver's licence.

Key Selection Criteria

1. Demonstrated experience in developing and implementing marketing and communications plans. This also includes end to end campaign planning and management.
2. Demonstrated achievement of successful marketing strategies and promotions that delivered tangible benefits.
3. Excellent communication skills. Ability to write concisely, accurately and in plain English. Strong proof reading skills are essential. Expertise in writing for a wide range of channels and audiences. In addition, strong oral communications are required. You will be able to articulate points clearly and in an engaging way.
4. Proven leadership experience. Both managing direct reports and providing leadership across other departments/teams.
5. Expertise in membership based marketing. Proven success in developing retention and acquisition strategies. **(optional question)**

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.	N/A		
Hand/Arm Movement Tasks involve use of hand/arms	Yes – typing and writing		
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.	N/A		
Standing Tasks involve standing in an upright position	N/A		
Reaching Tasks involve reaching above head, and above and equal to shoulder height	N/A		
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	N/A		
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another	N/A		

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body	N/A		
Keyboard Duties Tasks involve sitting at workstation and using computer.	Yes	Daily	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Yes		

Any other relevant comments: