

Position title: Marketing Officer (Performing Arts)	
Classification: Band Level 5	Effective Date: October 2026 - September 2027 (12 months)
Reports to: Senior Marketing Advisor (Performing Arts)	Tenure: Temporary 0.4 FTE

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



Goal Statement

The Marketing and Communications Officer supports Council to increase awareness, engagement and uptake of services, programs, events and community initiatives through effective marketing and communications activities. The role contributes to the delivery of integrated campaigns, creates engaging content and supports audience engagement across digital and traditional channels.

Working collaboratively with internal stakeholders, the position supports social media, email marketing, digital advertising and campaign reporting activities. A key component of the role is supporting marketing and communications activities for The Round, including the promotion of performances, events, venue hire opportunities and in-house marketing and advertising services.

Key Responsibilities

Position Specific Responsibilities

- Support the delivery of marketing and communications campaigns that promote Council services, programs, events and community initiatives.
- Assist in the delivery of marketing and communications activities for The Round, including the promotion of performances, events, venue hire opportunities and in-house marketing and advertising services.
- Create engaging content and produce marketing collateral across digital and traditional channels, ensuring alignment with Council's brand and communications standards.
- Support the delivery and optimisation of digital marketing activities, including social media, Meta advertising, email marketing and audience engagement campaigns.
- Create, distribute and monitor email marketing campaigns and maintain audience databases in accordance with Council requirements.
- Liaise with internal stakeholders to coordinate marketing requirements, gather content and support campaign delivery.
- Monitor campaign performance and prepare reports using analytics and audience insights to support continuous improvement.
- Maintain marketing and communications content, digital assets and information across relevant platforms and channels.
- Keep informed of emerging marketing, communications and digital engagement trends and contribute ideas to improve campaign effectiveness and audience reach.
- May be required to attend out of hours meetings and events.

Corporate Responsibilities



- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.

Accountability and Extent of Authority

Budget: Nil.

Staff responsibility: Nil.

Judgement and Decision Making

- The position applies professional judgement and established marketing and communications practices to support campaign delivery and stakeholder requirements.
- The incumbent works with a degree of autonomy in managing day-to-day priorities and determining appropriate methods to achieve agreed outcomes.
- Guidance and advice are usually available within time to make a choice.

Specialist Knowledge and Skills

Licences and Experience:

- High level of organisational and coordination skills and attention to detail
- Demonstrated experience supporting the delivery of marketing, communications or audience engagement campaigns across a range of channels.
- Experience creating content for digital and traditional communication channels.
- Experience working in, or a demonstrated interest in, the performing arts, events, cultural sector, community engagement or customer-focused services will be highly regarded.

Technology:

- Proficiency in Microsoft 365 applications and the ability to quickly learn new software and systems.
- Experience using social media and digital marketing platforms, including Meta channels, and creating digital content and electronic direct marketing (eDM) communications using platforms such as Mailchimp.



- Proficiency in Canva and other digital content creation tools. Experience with Adobe Creative Suite is desirable.

Qualifications and Experience

Qualifications/ Certificates:

- A qualification in marketing, communications, public relations or a related discipline, or lesser formal qualifications with relevant experience.

Interpersonal Skills

- The ability to build and maintain effective relationships with a range of internal and external stakeholders.
- Demonstrated experience and skills in liaison and problem solving with staff at all levels and external stakeholders and suppliers.
- Strong customer service ethic and focus on service delivery.
- A commitment to making a positive contribution to team morale and productivity.

Key Relationships:

- This position reports to the Senior Marketing and Communications Advisor (Performing Arts), as part of the Marketing and Communications Team and will be primarily based between the Whitehorse Civic Centre and The Round.
- Internal: Directors, Department Managers & Coordinators, Creative Whitehorse and The Round staff and Councillors.
- External: venue hirers and promoters, creative services, media services, video and photography services, printing, marketing agencies.

Management Skills

- The ability to work as part of a team and contribute effectively to both the Communications, Advocacy and Investment Department as well as other Community Life departments.
- Demonstrate leadership through proactive decision-making.
- Manage own workload, priorities and time.
- Effective influencing and interpersonal skills.

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. A tertiary qualification in marketing, communications, public relations or a related discipline, or lesser formal qualifications with relevant experience.



2. Demonstrated experience supporting the delivery of marketing and communications campaigns across digital and traditional channels, including content creation, audience engagement and campaign promotion.
3. Demonstrated experience using digital marketing and communication platforms, including social media channels, Meta advertising and eDM platforms such as Mailchimp.
4. Well-developed written and verbal communication skills, with the ability to create engaging content and build effective working relationships with internal stakeholders.
5. Experience working in, or a demonstrated interest in, the performing arts, events or cultural sector, together with a commitment to continuous improvement and innovation.

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.		Rarely	
Hand/Arm Movement Tasks involve use of hand/arms	Computer use	Frequently	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Rarely	
Standing Tasks involve standing in an upright position		Rarely	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Rarely	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	



Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another		Rarely	
Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Rarely	
Keyboard Duties Tasks involve sitting at workstation and using computer	Writing and editing	Frequently	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Standard of vision required equal to that required for driver's licence	Frequently	

Any other relevant comments: