

Job title: Marketing and Communications Officer (Leisure)	
Classification: Band 5A	Effective Date: 1 April 2022
Reports to: Leisure Marketing Lead	Tenure: Fixed term

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 to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



**Excellent Customer
Experience and
Service Delivery**



**Great
Organisational
Culture**



**Innovation
and Continuous
Improvement**



**Good Governance
and Integrity**



**Long Term
Financial
Sustainability**

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.

Goal Statement

To provide marketing and communications support, promoting Council's leisure and recreation services. You will work as a collaborative teammate across Aqualink, Sportlink and the Nunawading Community Hub. The role will sit within the Strategic Communications department.

Key Responsibilities

Position Specific Responsibilities

- Support member acquisition and retention campaigns.
- Coordinate communications across leisure facilities. Includes drafting content for web, social and print collateral.
- Social media content creation and planning. Includes sourcing images, writing content and sharing news updates.
- Produce and update collateral. Following a recent brand update, all collateral is being updated.
- Website updates; developing new content and making changes as required.
- Write content and produce member newsletters.
- Create engaging content through strong writing and consideration of imagery and video.
- Project management such as coordinating Aqualink market research.
- Assist in the development of member engagement initiatives.
- May include coordination of in-person or online events.
- Coordinate photography and video content.
- Assist in report writing such as team quarterly reports, campaign evaluation reports, etc.
- Other duties as required to support the Marketing Lead.

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.

Authority

Budget: Nil

Staff responsibility: Nil

Decision Making:

- Ability to prioritise marketing and communications requests. Activities that help with Aqualink member acquisition/ retention take priority.
- This position coordinates approval processes where there are multiple stakeholders involved. Check-in with senior managers to keep workflow moving and gaining approvals.
- This position is accountable for ensuring project timelines are on track and tasks are completed.
- The position has responsibility to obtain quotes from suppliers and make recommendations on best value/ best fit for the particular job.
- The position has authority to post content to the Aqualink and Sportlink Facebook page. Draft responses to customer complaints/ negative posts where required.
- The position has authority to make updates to the Aqualink and Sportlink websites.

Key Relationships

The Marketing and Communications Officer will liaise closely with colleagues in the Strategic Communications and Leisure teams. They will also work across the organisation with various departments. Externally they will liaise with suppliers such as graphic designers, photographers and printing companies. From time to time they may also meet with Aqualink members to help promote the centre. They are expected to be respectful to others, with particular emphasis on the privacy and dignity of vulnerable people in our community.

Role Requirements (Essential)

- A qualification in marketing or communications, or equivalent professional experience.

- Relevant experience in marketing, communications or a related field, or in the public sector.

Technology

- Experience with managing social media pages and reporting functionality.
- Experience using a customer relationship management (CRM) system, setting up eDMS and marketing automation.
- Experience with Indesign will be highly regarded. A brand refresh has just been completed and a suite of new templates need to be updated.
- Proficiency in a range of MS products. Confident in using Excel to produce reports.
- Experience with website content management systems.

Interpersonal

- Excellent verbal and presentation skills.
- Excellent written communication including:
 - proficiency in writing plain English;
 - writing for a diverse range of channels and readily adapting tone to the purpose and channel; and
 - efficiency in writing accurate, purposeful content at short notice and under pressure.
- Ability to liaise and communicate internally with staff and externally with suppliers
- Excellent organisational skills.

Leadership/management:

- This role's conduct and relationships with others should reflect well on the professionalism and capabilities of Council and the SMC team.

Key Selection Criteria:

- Demonstrated experience in campaign planning. Provide an example of a successful campaign and the outcome. What was your role?
- Strong knowledge of digital marketing. Experience in managing social media pages and creating paid Facebook ads. Understanding of google ads, eDM software and web content management systems.
- Previous experience in copywriting. May include writing for social, web, eDMs, newsletters, campaigns and reports.
- Highly organised and attention to detail. The busy role requires someone who can juggle competing priorities.
- Provide an example of when you demonstrated innovation and improved processes/ systems.

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.	Unlikely. Perhaps for a photoshoot or setting up for an event.		
Hand/Arm Movement Tasks involve use of hand/arms	Typing at the computer.	Daily	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.	N/A		
Standing Tasks involve standing in an upright position	Only if going on-site to do a photo/video shoot, obtaining social content. May occur if doing an event.		
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		
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body	N/A		
Keyboard Duties Tasks involve sitting at workstation and using computer.	Typing at computer	Daily	

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Position description

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
<p>Satisfactory Vision</p> <p>Standard of vision required equal to that required for driver's licence</p>	<p>The role has a high visual component with design work.</p>		

Any other relevant comments:

A driver's licence is not essential, however it's preferable. You will be required to work on-site at Aqualink Box Hill or Aqualink Nunawading some of your days.

