

<b>Job title:</b> Senior Marketing and Communications Advisor	
<b>Classification:</b> Band 7	<b>Classification:</b> Band 7
<b>Reports to:</b> Coordinator Marketing and Communications	<b>Reports to:</b> Coordinator Marketing and Communications

## 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 Senior Marketing and Communications Advisor (Leisure) will develop and support the implementation of strategic marketing and communications for Council's Community Life services directorate, including Active Whitehorse facilities such as Aqualink, Sportlink and Nunawading Community Hub. Based primarily across Council's leisure facilities, the role will work closely with operational teams to drive brand awareness, participation, membership growth and retention through data-led strategies aligned with organisational priorities.

**Scope of work includes:** Developing and implementing integrated marketing and communications strategies for Council's leisure services, evaluating campaign performance and using data and insights to drive continuous improvement and effectiveness, while building capability in best-practice marketing and communications across teams.

## Key Responsibilities

### Position Specific Responsibilities

- Develop annual marketing and communications plans to maximise participation, utilisation and membership growth across Active Whitehorse services, including Aqualink, Sportlink and Nunawading Community Hub.
- Develop and implement integrated marketing and communications strategies, including overarching strategic direction and detailed campaign and channel plans.
- Lead the end-to-end delivery of marketing and communications campaigns across owned, earned and paid channels, including content creation, implementation, optimisation and reporting.
- Work closely with operational teams across leisure facilities to ensure marketing, brand, customer experience and service delivery are aligned and effectively integrated.
- Develop and deliver targeted promotional initiatives to increase community awareness, participation and membership growth across Community Life services.
- Monitor, evaluate and report on campaign and channel performance using data and insights to inform continuous improvement and decision-making.
- Manage marketing budgets and support procurement and coordination of external marketing, creative and PR services where required.
- Manage relationships with internal stakeholders and external agencies to ensure effective delivery of marketing activities.
- Lead social media and digital channel strategies to strengthen engagement, reach and participation outcomes.
- Contribute to the development of a strong evidence base to inform ongoing optimisation of marketing strategies and planning.



- Be accountable for agreed targets including membership acquisition, retention and campaign performance measures, developed in consultation with relevant Managers, Coordinators and Team Leaders.
- Work collaboratively across projects for the Communications, Advocacy and Investment Department as part of the Marketing and Communications team.
- 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:** Develop and manage marketing components of the centre's budget lines

**Staff responsibility:** Nil

### **Judgement and Decision Making**

- This position will be required to formulate marketing strategies and promotions, policies and plans for adoption, following appropriate investigation analysis and consultation.
- It is expected that the incumbent will draw on previous experience, theory and/or precedent to bring a high level of strategic marketing direction and specialist advice and support to the Council.
- Guidance is not always available within the organisation - meaning it may be necessary to seek external guidance/advice.

### **Specialist Knowledge and Skills**

#### **Licences and Experience:**

- Demonstrated experience in planning, executing and evaluating strategic marketing, communications, media and/or engagement campaigns.
- Experience within the leisure or recreation industry is desirable.

#### **Technology:**

- Proficiency in the use of MS365 products, Adobe Acrobat, and the ability to quickly acquire skills in the use of other relevant software.
- Proficiency in Canva, In Design and other applications in the Adobe Suite (highly desirable).
- Proficiency in the strategic use of social media channels, EDM creation and web content creation.



## Qualifications and Experience

### Qualifications/ Certificates:

- Tertiary qualifications in a marketing or related discipline combined with relevant experience preferably within a local government, community, service provision or leisure and recreation setting.
- Experience working in Canva, Meta and digital marketing platforms highly regarded.

### Interpersonal Skills

- Demonstrated ability to manage multiple projects and campaigns.
- Strong relationship building and relationship management skills.
- Exceptional written communication skills across a variety of media and products.
- The ability to build and maintain effective relationships including demonstrated experience and skills in liaison and problem solving with staff at all levels
- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of broadly defined activities
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems
- Demonstrated resilience, initiative and the ability to work autonomously while managing multiple priorities and deadlines.

### Key Relationships:

This position reports to the Coordinator Marketing and Communications and will be primarily based at Council's leisure facilities. It is essential that the role operates in close partnership with Managers and Coordinators across Community Life, particularly Active Whitehorse, to ensure strong integration and collaboration.

The incumbent is also required to work closely with and gain cooperation from Council contractors, staff and management and to establish strategic alliances with the business and community sector.

It is expected that the incumbent will establish a network of contacts within the Leisure and Recreation industry to share information and keep abreast of changing trends to ensure that the marketing offerings are current and relevant.

### Management Skills

- Management skills to achieve objectives despite conflicting pressures.
- The ability to work as part of a team and contribute effectively to both the Communications, Advocacy and Investment Department as well as the Active Whitehorse Department, and other Community Life departments.
- 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

- Tertiary qualifications in marketing, communications or a related discipline, with relevant experience preferably in local government in leisure, recreation, community services or a membership-based environment.
- Demonstrated experience in strategic marketing, campaign planning, brand development and multi-channel campaign delivery.
- Proven ability to drive participation, membership growth, retention or engagement outcomes through data-led marketing strategies.
- Strong stakeholder engagement skills, with the ability to build effective relationships, influence outcomes and work collaboratively across operational and corporate teams.
- Demonstrated ability to manage competing priorities, work autonomously in a dynamic environment and deliver both strategic planning and hands-on campaign execution.
- Demonstrated ability to analyse campaign performance and customer data to inform decision-making and continuous improvement.

### Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
<b>Kneeling/Squatting</b> Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Rarely	
<b>Hand/Arm Movement</b> Tasks involve use of hand/arms	Computer use	Frequently	
<b>Bending/Twisting</b> Tasks involve forward or backward bending or twisting at the waist.		Rarely	
<b>Standing</b> Tasks involve standing in an upright position		Rarely	
<b>Reaching</b> Tasks involve reaching above head, and above and equal to shoulder height		Rarely	



<b>Walking</b> Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	
<b>Lifting/Carrying</b> Tasks involve raising, lowering and moving objects from one level position to another		Rarely	
<b>Physical Functional Demand</b>	<b>Specific Physical Job Tasks</b>	<b>Frequency/Duration of performance of task per day</b>	<b>Comments</b>
<b>Pushing/Pulling</b> Tasks involve pushing/pulling away, from and towards the body		Rarely	
<b>Keyboard Duties</b> Tasks involve sitting at workstation and using computer	Writing and editing	Frequently	
<b>Satisfactory Vision</b> 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:**