

Position title: Senior Marketing Advisor (Business and Visitor)	
Classification: Band Level 7	Effective Date: September 2026
Reports to: Coordinator Marketing and Communications	Tenure: Permanent, 0.6FTE

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	Respect	Excellence	Accountability	Trust
We work flexibly together to achieve outcomes and solve problems.	We actively listen, value diversity and care.	We adapt, respond, learn and grow.	We take responsibility and follow through on our promises.	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 (Business and Visitors) will lead the development and delivery of strategic marketing and communications for the City of Whitehorse business precincts, placemaking, investment attraction, destination and visitor economy initiatives. The role will work closely with the Economic Development and Place Unit and the Investment and Attraction Unit to drive brand and precinct awareness, visitor visitation, destination appeal, attract investors and economic outcomes through data-led strategies.

Key Responsibilities

Position Specific Responsibilities

- Develop annual marketing and communications plans to maximise visitor awareness, visitation and destination engagement across identified areas within Whitehorse and Council owned facilities and programs.
- 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 relevant Council departments with a dedicated focus on Economic Development, Place and Investment and Attraction teams. including Economic Development and Investment to ensure marketing, brand, customer experience and service delivery are aligned and effectively integrated.
- Manage and review Business Whitehorse channels, and develop targeted communications for businesses.
- Lead the development of targeted marketing strategies to attract business investment into Whitehorse
- Develop and lead campaigns to recognise and celebrate local businesses
- Develop and deliver targeted promotional initiatives to increase community awareness, visitor awareness, visitation and destination appeal across Council's visitor economy activities.
- 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.



- 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 develop and recommend 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 Visitor/Tourism and destination marketing or visitor economy industry is desirable.
- Experience understanding specific industry and sectors to attract business investors is desirable.
- Demonstrated specialist knowledge of contemporary marketing principles, campaign development and multi-channel marketing.

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 with destination marketing or visitor economy or investment attraction marketing experience.

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 the Whitehorse Civic Centre.
- This position will have a close working relationship with the Coordinator Places and Economic Development and the Coordinator Investment and Advocacy.
- 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 key business industries and destination and visitor economy industry to share information and keep abreast of changing trends to ensure that the marketing offerings are current and relevant.

Management Skills

- Leadership 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 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

1. Tertiary qualifications in marketing, communications or a related discipline, with demonstrated experience in strategic marketing, including in investment attraction marketing, precinct marketing and branding and/or destination marketing.
2. Demonstrated experience in strategic marketing, campaign planning, brand development and multi-channel campaign delivery.
3. Proven ability to drive visitation, destination awareness, visitor engagement through data-led marketing strategies.
4. Strong stakeholder engagement skills, with the ability to build effective relationships, influence outcomes and work collaboratively across operational and corporate teams.
5. Demonstrated ability to manage competing priorities, work autonomously in a dynamic environment and deliver both strategic planning and hands-on campaign execution, while analysing 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
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: