

POSITION DESCRIPTION

MARKETING & COMMUNICATIONS ADVISOR

POSITION DETAILS

Date of Position Description	June 2021
Position Title	Marketing & Communications Advisor
Position Grade	13
Directorate Business Unit	City Engagement & Experience Marketing & Brand
Reports to	Marketing & Communications Team Leader
Physical Requirements Category	Category 1 – Desk role with Ergonomic Requirements

POSITION OVERVIEW

The Marketing & Communications Advisor executes marketing promotion and communication strategy, campaigns and initiatives of the designated area to increase the positive profile of the City and Council in the local government area. This position is responsible for driving activity to cross functionally design, coordinate, and deliver tactical marketing and communications that actively reach and target identified market segments to achieve strategic objectives.

This role helps inspire internal and external stakeholders to develop powerful City and Council marketing, promotions, communications, advocacy, partnerships and programs.

KEY RESPONSIBILITIES

Role Specific

- Create and manage tactical and operational marketing, communications, promotions and branding initiatives with internal and external stakeholders to achieve strategic marketing objectives.
- Proactively identify opportunities to promote Council services and initiatives, and build relationships with key internal and external stakeholders to maximise promotion opportunities.
- Deliver marketing and promotional activities with a data-driven and digital first mindset, optimising communications, content and creative development suitable for multiple channel applications.
- Create high quality, well researched and written content for agreed programs for multi-channel application, including web copy, email, social media, council publications, newsletters/enewletters and articles to deliver on communications and promotions objectives.
- Actively drive the regular and direct engagement of customers, target market segments, and stakeholders to develop advocates of Council's programs and services and leverage Parramatta's competitive identity.
- Provide insights derived from the collection, analysis and reporting of relevant statistics, industry trends, performance indicators and other evaluation data.
- Develop and maintain an understanding of current government policies, structures and processes to ensure the relevancy and impact of Council's communications.

Baseline

- Ensure that all practices are up to date with current and pertinent legislation, statutory regulations and better practice to ensure a subject-matter-expert mindset is adopted and promoted to all stakeholders.
- Promote continuous improvement and innovation in practices, optimisation of technology, procedures and recommendations with the aim of providing better service to the client base in line with the organisation's values.
- Communicate effectively to inform and engage all stakeholders.
- Promote and maintain effective relationships with all external business partners including community organisations, contractors, State and Federal authorities.
- Ensure to take reasonable care of the health and safety of yourself, employees, visitors, contractors and volunteers whilst at work, and cooperate with the organisation to comply with WHS legislative obligations.
- Promote the value of diversity and inclusion in all practices, engaging with and integrating the views of others.
- Contribute to customer service and organisational effectiveness, by acting ethically, honestly and with fairness.

KNOWLEDGE

Qualifications

- Tertiary qualification in marketing, communications, public relations or other related field.

Experience

- 5+ years' experience in marketing and communications in a relevant sector.
- A proactive and systematic project management approach and capacity to manage competing resourcing needs.
- Demonstrable experience in developing tactical marketing, promotion and communication programs to engage and capitalise on target market segments.
- Demonstrable experience in interpreting research, data and insights and delivering strategic marketing, promotions and communication campaigns and initiatives.
- Demonstrable experience designing and implementing marketing, promotion and communication tools in various formats (including traditional and digital).
- Experience using a variety of digital systems for research, marketing, communication and promotional outcomes.

Skills

- Ability to develop and implement acquisition and retention marketing, promotion and communication campaigns and initiatives.
- Ability to develop and implement effective communications strategies that increase the positive profile of an organisation and raise public understanding of its programs and services.
- Knowledge and understanding of current technological applications in the provision of marketing, promotion and communication services.
- Ability to quickly acquire and craft product and service information and cascade it in an appropriate, consistent and effective manner in a variety of mediums (oral and written).
- Excellent communication and copywriting skills – ability to translate between technical, creative and business stakeholders.
- High level of proficiency with data analysis, using analytics tools and reporting to track key analytics on social media performance.
- Exceptional ability to communicate, negotiate, build relationships and influence others with an engaging approach and technique.

- Well-developed problem solving and decision-making ability, including confidence in working with others to resolve high priority, and often sensitive and complex issues and conflict.