

<b>POSITION TITLE:</b>	Marketing Campaign Specialist – Festival and Events	<b>CLASSIFICATION:</b>	Band 6
<b>REPORTS TO:</b>	Festival and Events Coordinator	<b>CONTRACT:</b>	
<b>DEPARTMENT:</b>	Creative Communities		

#### OUR STRATEGIC CONTEXT



##### PURPOSE

Our organisation is accountable, sustainable and delivering effective services to our community.

##### VISION

Our community is a safe, inclusive and creative city that celebrates and embraces its vibrancy of cultures.

##### VALUES

Cooperation, Change and New Ideas, Learning, Achievement, Communication & Accountability.

##### COUNCIL PLAN

A thriving and unique place; an inclusive and healthy community; and a people-centred and future ready city.

#### HOW YOUR ROLE CONTRIBUTES

The Marketing Campaign Specialist – Festival and Events is responsible for developing and delivering marketing and communications for creative events and programs within Festival and Events, with an aim of maximising audience attendance and engagement and driving visitation from across metropolitan Melbourne.

RESPONSIBILITIES	KEY OUTCOMES
Marketing and promotion campaigns	<ul style="list-style-type: none"> <li>» Identify opportunities to maximise marketing and promotions of Council's calendar of events delivered by the Festival and Events team.</li> <li>» Develop and implement marketing and promotional campaigns by identifying and proposing a mix of digital and social channels and media partners</li> <li>» Create compelling copy and key messaging that aligns with the objectives of each event and engages target audiences.</li> <li>» Develop and implement strategic, festival and event marketing plans within budget allocations provided for each event.</li> <li>» Oversee selected suppliers and contractors within tight, pre-defined timelines across advertising and promotion.</li> <li>» Develop design briefs for internal and external graphic designers to produce required assets and collateral.</li> <li>» Provide onsite marketing support at events such as working with agencies, overseeing videographers and photographers and producing digital and social content as required.</li> </ul>
Stakeholder management	<ul style="list-style-type: none"> <li>» Work closely and collaborate primarily with Creative Communities and Communications to facilitate marketing and communications campaign, branding and asset design.</li> <li>» Maintain strong relationships between internal teams and agencies in the development of websites, digital campaigns and content creation.</li> <li>» Oversee the planning and engagement of a range of external suppliers, contractors and agencies to deliver the marketing and promotional requirements of the Festival and Event program.</li> </ul>
Communications	<ul style="list-style-type: none"> <li>» Liaise with Communications to develop a communications campaign to promote Festival and Events programs and activities across Council digital and social channels and communication assets.</li> <li>» Develop and implement website and content management plans across the Festival and Events subsites.</li> </ul>
Reporting and evaluation	<ul style="list-style-type: none"> <li>» Provide insight reporting on marketing campaigns and activities using a range of analytics, content management and social media tools to assist with planning and evaluation.</li> <li>» Undertake research to inform marketing campaigns and strategies and keep up-to-date with trends.</li> </ul>

## KEY WORKING RELATIONSHIPS



Direct reports: Nil

Internal: Creative Communities, Communications, Economic and Place Development and other Council departments as required

External: Media and channels, PR, media and design agencies, suppliers and contractors, photographers and videographers, event talent, partners, local businesses

## REQUIRED SKILLS AND COMPETENCIES

Accountability and extent of authority	<ul style="list-style-type: none"> <li>➤ This position is accountable for the quality, effectiveness, cost and timeliness of marketing and promotion campaigns and work plans under its control and the accuracy and timeliness of information provided.</li> <li>➤ This position is responsible for identifying opportunities to positively market and promote Festival and Events, including Prahran Square, to attract audience, drive visitation and deliver extensive and agile campaigns across a range of channels and assets. The incumbent will be accountable for the accuracy and quality of communications and reports provided.</li> <li>➤ Campaigns, design, copy and content to be approved by the Festivals and Events Coordinator.</li> <li>➤ Freedom to act is determined by policies, guidelines and procedures, and Council's Delegations of Authority.</li> </ul>
Judgement and decision making	<ul style="list-style-type: none"> <li>➤ This position works within a political environment and information developed may have an impact on the organisation and/or Councillors. Confidential and sensitive information must be vetted by the Coordinator Festivals and Events.</li> <li>➤ Objectives of the work are well defined by the method, technology, process or equipment to be used must be selected from a range of available alternatives.</li> <li>➤ Work will involve problem solving, using procedures and guidelines and the application of professional or technical knowledge, or knowledge acquired through relevant experience.</li> <li>➤ Problems that are complex with solutions not previously encountered will require creativity and originality and be solved through discussion and teamwork.</li> <li>➤ Guidance and advice are usually available.</li> </ul>
Specialist knowledge and skills	<ul style="list-style-type: none"> <li>➤ Proven ability to work within a highly collaborative project team to develop and implement processes and procedures and deliver successful outcomes.</li> <li>➤ Proven ability to develop marketing and promotional strategies and analyse complex situations that develop innovative solutions and deliver creative outcomes.</li> <li>➤ Proven ability to implement marketing and promotional strategies and deliver measurable outcomes for complex and large-scale projects.</li> <li>➤ Proven ability to create copy to be delivered across social, digital channels as well as marketing, communication and promotional assets.</li> </ul>
Interpersonal skills	<ul style="list-style-type: none"> <li>➤ Highly developed interpersonal skills to communicate with a diverse range of stakeholders and develop mutually beneficial outcomes.</li> <li>➤ Ability to understand an extremely diverse public and to communicate with staff, Councillors and community representatives on all levels.</li> <li>➤ Strong written communication skills to write reports and prepare external correspondence, communications and publications.</li> <li>➤ Ability to proactively network with other Marketing Specialists in similar organisations to gain insights and improve skillset to enhance the Festivals &amp; Events marketing initiatives.</li> </ul>
Qualifications and experience	<ul style="list-style-type: none"> <li>➤ Tertiary qualifications in Marketing and/or demonstrated experience in event marketing, communications, public relations, publications and media.</li> <li>➤ Knowledge of and practical experience in devising and delivering integrated multiplatform promotion and communication-orientated campaigns.</li> <li>➤ Experience promoting events and programs using various marketing platforms.</li> </ul>

## WHAT WE ARE ALL RESPONSIBLE FOR



**Workplace Health, Safety and Wellbeing:**

We are committed to maintaining a healthy and safe work environment for all employees, contractors, volunteers, and visitors and recognise that this is an integral part of our business. This commitment extends to ensuring activities do not place any person at risk.

**Diversity, Equity and Inclusion:**

We are committed to fostering a diverse and inclusive workplace that values everyone's contributions, lived experience, and expertise. A workplace where everyone is supported to thrive and be authentic.

**Code of Conduct:**

We are committed to the provision of the best possible services to the community in a fair, equitable and inclusive manner and requires all employees to adhere to the standards of conduct.

**Service Promises:**

We Empathise | We are Responsive | We are Transparent | We are Consistent | We Follow Through

**Safeguarding Children and Young People:**

We have a zero tolerance to child abuse. All Council officers, including employees, contractors, volunteers and Councillors have a legal and moral obligation to keep children safe and promote their best interests.

**Sustainability:**

We're committed to a sustainable Stonnington, working together with our community to create a healthy future for us all.

Review date: