

POSITION TITLE:	Marketing and Digital Communications Officer	CLASSIFICATION:	Band 4
REPORTS TO:	Leisure Services Coordinator	CONTRACT:	Permanent
DEPARTMENT:	Leisure Services		

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 Leisure Services team manage some of Melbourne's most renowned and well-known aquatic facilities at the Harold Holt Swim Centre and Prahran Aquatic Centre in addition to the Stonnington Sports Centre and Orrong Romanis Recreation Centre facilitating over 1 million visits per annum for our community.

The Marketing and Digital Communications Officer plays an integral role in the achievement of the Stonnington Leisure marketing and engagement plan. This position drives the development and execution of communications plans, creative marketing initiatives, content creation, Social Media management and event planning / activations, with an overarching objective to positively influence participation and engagement in Stonnington Leisure's diverse range of programs and services.

RESPONSIBILITIES	KEY OUTCOMES
Advertising and Media	<ul style="list-style-type: none"> - Assist in writing, editing, and managing advertising collateral and communications in line with the Stonnington Marketing and Communications strategy and broader organisation expectations and guidelines. - Prepare and update distribution lists and segments within the Stonnington Leisure CRM system. - Take photographs and organise professional photographer to attend appropriate Stonnington Leisure events and activities as directed.
Publications / Collateral	<ul style="list-style-type: none"> - Draft, edit and support the production of Stonnington Leisure publications as directed by the Leisure Services Coordinator - Create, proof and edit communications materials. - Assist with design projects, including cooperating with designers and printers to ensure projects are on time and budget.
Events and Activities	<ul style="list-style-type: none"> - Draft, edit and manage event activation and marketing plans in conjunction with the Leisure Leadership team. - Support the administration of event marketing and communications plans. - Support communications activities for special activities
Communications Planning	<ul style="list-style-type: none"> - Draft, edit and manage marketing and communications plans for Leisure Services in conjunction with the Leisure Services Leadership Team, working closely with the corporate communications branch
Internal Communications	<ul style="list-style-type: none"> - Draft, edit and distribute internal staff communications for Stonnington leaders in conjunction with the senior leadership team. - Monitor and create / update content for the Stonnington Leisure intranet site
Reporting and evaluation	<ul style="list-style-type: none"> - 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.
Business Support	<ul style="list-style-type: none"> - Prepare reports and presentations related to marketing and communications activities as requested by the Leisure Services Coordinator - Regularly engage with the corporate communications branch to identify continuous improvement opportunities. - Undertake other administrative duties as directed by the Leisure Services Coordinator.

KEY WORKING RELATIONSHIPS



Direct reports: Nil

Internal: Leisure Services Staff, Community and Wellbeing Division, Corporate Communications and Engagement and other Council departments as required.

External: Stonnington Leisure Members, Customers, and user groups. Suppliers and contractors, photographers and videographers, partners and local businesses.

REQUIRED SKILLS AND COMPETENCIES

Accountability and extent of authority	<ul style="list-style-type: none"> - Provide advice to staff regarding communications principles including those related to publications / communications channels, target audiences and key messaging. - Identify opportunities to positively market and promote Stonnington Leisure - Prepare external publications and communications for review and approval by the Leisure Services Coordinator.
Judgement and decision making	<ul style="list-style-type: none"> - This position works within a political environment and information developed may have an impact on the organisation or Councillors. Confidential and sensitive information must be vetted by the Leisure Services Coordinator. - Work objectives for this position are well defined and set by the Leisure Services Leadership team. - This position is accountable for the accuracy and timeliness of information, quality of service, communications and reports provided.
Specialist knowledge and skills	<ul style="list-style-type: none"> - Communications support skills including writing, editing and verbal skills. - Demonstrated knowledge of the design and creation process - Demonstrated ability to effectively promote, communicate and market new or existing events and activations.
Interpersonal skills	<ul style="list-style-type: none"> - Excellent verbal communications skills and ability to influence others indirectly. - Strong written communications skills and ability to deliver key messaging in an effective way to diverse audiences. - An ability to understand and interpret policies, strategies, and actions.
Qualifications and experience	<ul style="list-style-type: none"> - Relevant post-secondary qualifications in the areas of communications, marketing, digital communications, business, or public communications with some relevant experience in the creation and delivery of communications and marketing initiatives. - Experience in the development and management of engaging commercial social media platforms. - Experience within the Aquatic, Sport, Health and Fitness industries is preferred. - Current and valid Working with Children Check (employee) or ability to obtain. - Ability to obtain a police check with the outcome suitable to the role.

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:

September 2024