



CITY OF ALBANY POSITION DESCRIPTION MARKETING & COMMUNICATIONS OFFICER

1. CITY OF ALBANY VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

- **Focused:** on community outcomes - This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.
- **United:** by working and learning together - This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance.
- **Accountable:** for our actions - This means we will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners. We will commit to a culture of continuous improvement.
- **Proud:** of our people and our community - This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be transparent in our decision making and committed to serving the diverse needs of the community while recognising we cannot be all things to all people.

2. POSITION IDENTIFICATION

TITLE: Marketing & Communications Officer	<pre>graph TD; A[Manager Community Relations] --> B[Communications Coordinator]; B --> C[Marketing & Communications Officer];</pre>
LEVEL: Level 5, Local Government Officers Award and City of Albany Above Award Policy – Local Government Officers (Western Australia) Award 2021.	
DIRECTORATE: Community Services	
REPORTS TO: Communications Coordinator POSITIONS RESPONSIBLE FOR: Nil	

3. POSITION OBJECTIVE

This position is responsible for working within the City of Albany to:

- Assist the Communications Coordinator with delivering communications team functions;
- Support the development of marketing strategies for the City of Albany;
- Implement marketing projects and promotional activities for the City of Albany and its major tourism asset, the National Anzac Centre;
- Support City of Albany facilities to implement and deliver marketing activities as required;
- Promote major and City-run community events;
- Support the Communications Coordinator with media management activities;
- Support the promotion of a positive public image for the City of Albany.

4. KEY RESPONSIBILITIES

- Coordinate marketing strategy initiatives, public relations, brand management, website management and social media initiatives for the National Anzac Centre and Albany Heritage Park precinct.
- Provide advice and support to the other City business units and facilities with developing and implementing marketing and other promotional activities/initiatives.
- Assist with graphic design tasks across the organisation and otherwise upon request.
- Provide advice and expertise to City of Albany business units with social media and digital content management.
- Build and maintain productive relationships with relevant tourism industry stakeholders, media and the community.
- Manage City brand related enquiries and ensure that brand guidelines are adhered to.
- Coordinate and produce tourism related or other award submissions.
- Work with community and local industry groups where appropriate and as directed to deliver best project and program outcomes.
- Develop media releases, media responses, key messages and speech notes when required.
- Proofread City documents across print and online platforms.
- Support the City to achieve positive public relations value from its participation in major and regional events.
- Support the marketing and promotional activities for City-run events and projects.
- Promote the City of Albany at public functions and events.
- Other marketing and communications duties as directed.

Interpersonal Skills/Customer Service

- Maintain good relations with internal and external stakeholders.
- Maintain good knowledge of marketing, event and social media issues.
- Foster, advocate and implement the City of Albany's customer service focus and practices.

Work Health and Safety

- Take reasonable care for own / individual health and safety and for the health and safety of others, including the implementation of risk control measures that our within own / individual control to prevent injuries or illnesses.
- Comply with any reasonable instruction from the City of Albany and monitor and rectify work practices to ensure compliance with WHS Regulations.
- Abide by the City of Albany policies and procedures.
- Report any workplace hazards. Everyone in the workplace shares this responsibility equally.
- Report any workplace injury, illness or near misses. It is important to report all injuries, no matter how insignificant they seem.

5. REQUIREMENTS OF THE JOB

Skills

- Demonstrates excellent interpersonal skills and builds productive relationships.
- Excellent written skills across online, print and social media with the ability to write content for specific audiences.
- Excellent marketing, public relations and both written and verbal communication skills.
- Excellent understanding and application of digital marketing platforms and programs, especially online and social media.
- Well-developed knowledge of social media platforms, writing for digital platforms and designing collateral for online consumption.
- Excellent time management, priority setting, organisation and administration skills.
- Excellent conceptual, analytical and problem solving skills, including the ability to research, apply analysis and prepare communications strategies and devised outcomes as required.
- High-level attention to detail.
- Ability to work under pressure and with flexibility, with multiple tasks and deadlines.
- Ability to assess the importance and urgency of tasks in relation to competing interests and timelines.
- Ability to research multi-disciplinary subject matter.
- Ability to work independently and as part of a cohesive team.
- Ability to negotiate and liaise with a range of internal and external stakeholders at all levels.
- Highly developed computer skills with developed knowledge of the Microsoft Office suite (especially Word, Excel and Outlook) and an understanding of World Wide Web and other contemporary IT and social media communication formats.
- Well-developed graphic design skills, especially Adobe InDesign (desirable).

Knowledge

- An understanding of the tourism industry, marketing and public relations and proven ability to deliver effective social media strategies.
- An understanding and proven experience in delivery of social media and its role in marketing and communication.
- Good understanding and knowledge of desktop publishing systems, publication layout, editing and printing functions.
- Good knowledge of public relations and media management.

Experience and Qualifications

- Previous experience in and/or knowledge of working in tourism/events/marketing/media environments with proven experience in social media management and strategies.
- National Criminal History Check
- 'C' Class Driver's Licence
- A Bachelor's Degree in marketing/communications (or similar) or a minimum of three years relevant work experience.
- Experience in a similar role within government or a government agency (desirable).

Other

- The nature of the role may require work outside normal business hours including evenings, weekends and public holidays on an ad-hoc basis.

6. CERTIFICATION

As the occupant of this position, I have noted and agreed to the Values, statement of duties, responsibilities and other requirements as detailed in this document.

NAME: _____ SIGNATURE: _____
(Please print)

DATE: _____

WITNESS NAME: _____ SIGNATURE: _____
(Manager or above) (Please print)

DATE: _____