



POSITION TITLE	Marketing Officer
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2021 to 2023 Band 5
DIRECTORATE	City Growth, Engagement and People
BUSINESS UNIT	Communications and Marketing
REPORTS TO	Team Leader Marketing
SUPERVISES	Marketing casuals
EMPLOYMENT STATUS	Full time
DATE	November 2022
EMPLOYEE NAME	

ORGANISATIONAL CONTEXT

Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

POSITION OBJECTIVES

The Marketing Officer will provide marketing advice for council’s publications, promotional materials and corporate documents. They will also be responsible for servicing business units and developing and implementing marketing plans which best assist them in meeting their objectives.

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

The position is accountable for:

- The production and co-ordination of quality marketing and communications materials for use across the organisation, including signage;
- The development and design of council publications, promotional materials and corporate documents;

our values

TRUST - RESPECT - INTEGRITY - LEARNING

our mission

WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

- Ensuring the Wodonga Council branding guidelines are adhered to across all publications;
- The development and implementation of marketing plans for business units;
- Ensuring marketing plans and strategies are delivered within budget; and
- Coordinating the council's advertising needs.

The position has the authority to:

- Make recommendations which will assist in the continued improvement of the community information service delivery policies and procedures; and
- Deal with complaints in accordance with council policy.

Duties:

- Designing and producing a range of council publications including various newsletters, posters, pamphlets and other merchandise;
- Collating advertising requirements across all council business units. Designing electronic and print media advertising and liaising with media partners to produce proofs and ensure correct placement;
- Liaising with printers and designers;
- Assisting in the development and placement of council signage including vehicle signage;
- Ordering merchandise to meet business units' requirements;
- Assisting with the co-ordination of the council's flags and street banner programs;
- Providing marketing advice in conjunction with the Team Leader of Marketing and Manager Communications, Marketing and Customer Focus;
- Coordinating printing requirements for the council;
- Assisting with the marketing requirements of all business units;
- Coordinating stock levels and maintenance requirements of councils marketing equipment, such as banners, flags and merchandise;
- Managing council's image database and image requests;
- Performing in-house design assistance where applicable for internal customers, this may include conversion, print preparation, downloading files and fonts;
- Operating the drone, organising photography and filming, along with image manipulation, where applicable for internal and external customers;
- Assisting in the maintenance of the council's online presence;
- General graphic design activities as directed by the Team Leader Marketing or Manager Communications and Marketing;
- Analysing metrics and insights to provide feedback on performance of tools; and
- Undertake consultation activities as required.

COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

You are expected to demonstrate the values in your everyday work and your interactions with colleagues and the community.

Trust	<p>Talk straight – Say what you mean and mean what you say</p> <p>Create transparency – Do not withhold information unnecessarily or inappropriately</p> <p>Right wrongs</p> <p>Practice accountability – Take responsibility for results without excuses</p> <p>Extend trust – Show a willingness to trust others, even when it involves a measure of risk</p>
Respect	<p>Treat other people with courtesy, politeness and kindness, no matter what their position or opinion</p> <p>Listen first – Seek to understand others before trying to diagnose, influence or prescribe</p>
Integrity	<p>Tell the truth in an appropriate and helpful manner that does not compromise the organisation’s objectives and values</p> <p>Keep confidences</p> <p>Do what you say you will do to the best of your ability</p> <p>Be open about mistakes</p> <p>Speak of those that are absent only in a positive way</p>
Learning	<p>Work together and learn from each other</p> <p>Continuously improve and innovate</p> <p>Be open to change</p> <p>There is a high degree of responsibility for results – delivery without excuses</p>

CAPABILITIES AND BEHAVIOURS

Demonstrate competency in each of the 7 capabilities of an Officer, according to the People and Performance Framework in Attachment 1, and practice the corresponding behaviours indicated for each capability.

JUDGEMENT AND DECISION-MAKING SKILLS

- Be organised and prioritise daily and weekly activities.
- Determine appropriate action, perform tasks according to established practices and procedures and escalate issues appropriately.
- Ability to use judgement to make decisions on the selection of the appropriate tool, technique or method from a range of available options to meet the objective of the work, and resolve problems of a moderately complex nature that may not have been faced previously using procedures, guidelines, professional and technical knowledge, requiring creativity and originality.

SPECIALIST KNOWLEDGE AND SKILLS

- Knowledge of the production of publications and documents, including copy writing, layout, editing, proofing, design, printing and distribution;

- Strong organisational skills; and
- The ability to demonstrate initiative and self-management.

MANAGEMENT SKILLS

- Good time management and the ability to prioritise tasks.
- Meet deadlines, as discussed with the supervisor.
- Receive and follow directions from a supervisor and seek workload management support when required.
- Be honest and transparent in all dealings, and report suspected fraud or corruption.
- Understand risk and consider it when performing work
- Take care of own safety and wellbeing and that of other staff, and follow OHS procedures.
- Report hazards, risks and behaviours that may not comply with organisational or legislative requirements.
- Manage own time effectively, and work to deadlines.
- Maintain personal hygiene and meet dress standards set for the position, including to wear any uniform and use any personal protective equipment prescribed for the position and particular work duties.
- Ability to manage own time, set priorities and plan work to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.

INTERPERSONAL SKILLS

- Work cooperatively as part of a team.
- Maintain confidentiality as required.
- Document work according to established practices.
- Communicate effectively with other employees and external stakeholders.
- Gain cooperation and assistance from others (including other employees).
- Advanced verbal communication skills to communicate with clients, members of the public, and other employees;
- Sound written communication skills to communicate with clients, members of the public, and other employees and enable the preparation of routine correspondence and reports in field of expertise; and
- Ability to gain co-operation and assistance from clients, the public and other employees in the administration of well-defined activities.

INFORMATION TECHNOLOGY SKILLS

Be computer literate and have the ability to quickly learn and adopt software programs used by the organization relevant to the position.

CUSTOMER SERVICE SKILLS

Meet customer service expectations to:

- Be honest, ethical and professional.
- Be helpful and courteous.
- Listen with respect and understand the customer's issues.
- Meet commitments made.

- Keep the customer informed.
- Ensure that the customer understands what is being said.
- Apologise if a mistake is made and attempt to make it right.
- Assist customers with physical, sensory or intellectual disabilities, to achieve equitable access to council services.

EMERGENCY MANAGEMENT DUTIES

As and when required, assist in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community.

QUALIFICATIONS AND EXPERIENCE

- Degree qualified in Marketing or a related discipline.
- Previous experience in Marketing.

LICENCES AND MANDATORY REQUIREMENTS

- Current Drivers Licence
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)

EQUAL OPPORTUNITY EMPLOYER

Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other protected attribute. We recognise our proactive duty to ensure compliance with equal opportunity and to eliminate all forms of discrimination.

INHERENT REQUIREMENTS OF THE JOB

For details of the inherent requirements of the job, please see Attachment 2.

COGNITIVE JOB DEMANDS

The position is required to operate at the Officer level and will be required to demonstrate the personal competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:

- Having difficult or uncomfortable conversations.
- Meet performance expectations.
- Working in a professional capacity within the work environment.
- Being willing and able to adapt to change.
- Demonstrating resilience under pressure, and in changing and challenging circumstances.

KEY SELECTION CRITERIA

1. Demonstrated experience in developing and implementing marketing plans
2. Demonstrated experience in Adobe Creative Suite and Microsoft Office Suite
3. Demonstrated experience in working with websites, social media and other online tools
4. Time management skills with the ability to plan and prioritise work to achieve set objectives
5. The ability to demonstrate initiative and self-management

Staff member signature

People and performance framework

CUSTOMER SERVICE AND COMMUNICATION  Understanding and valuing our customer needs to make sure we provide quality customer service.		BUILD AND ENHANCE RELATIONSHIPS  Collaborating and working with our people and community.		PLAN, ORGANISE AND DELIVER  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
FUTURE FOCUS  Identifying ways we can do better and anticipating future opportunities.		PEOPLE DEVELOPMENT  Looking after the personal and professional growth of our people.		MANAGE HEALTH AND WELLBEING  Recognising the importance of staff health and wellbeing.	
		SAFETY AND RISK MANAGEMENT  Prioritising safe and ethical behaviour and decision-making in everything we do.			

Customer Service and Communication

Demonstrates commitment to a high standard of service to customers and the community.	<ul style="list-style-type: none"> • Is helpful, shows respect, courtesy and fairness with staff and customers • Demonstrates empathy and a willingness to assist • Communicates information clearly • Listens and asks questions to understand customer needs and point of view • Proactively seeks solutions and keeps customers informed of progress • Operates within council procedures and policies • Writes in a way that is logical and easy to follow
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Build and Enhance Relationships

Works co-operatively and effectively with others.	<ul style="list-style-type: none"> • Demonstrates clear, open and honest communication • Works constructively to resolve conflict • Shows enthusiasm to help others • Listens and respects the value of different views, ideas and ways of working • Builds and sustains positive relationships with staff and customers • Actively participates in team and other activities • Keeps others informed and seeks clarification when required
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Plan, Organise, Deliver

Organises and prioritises own work to meet work commitments.	<ul style="list-style-type: none"> • Demonstrates effective use of time and resources to meet expectations and achieve outcomes • Understands what is required of the role and how this contributes to team priorities • Keeps appropriate people informed on progress of tasks and projects • Seeks information when required, demonstrates initiative • Undertakes to complete all tasks with a positive, can-do attitude
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Future Focus	
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<p>Looks for improvements and is adaptable to change.</p>	<ul style="list-style-type: none"> • Understands council vision and purpose and how their role fits in • Is willing to adapt to changing processes, systems, technology and environments • Looks for improvements and better ways of doing things • Seeks support and clarification when required
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People Development	
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<p>Welcomes opportunities for learning and self-development.</p>	<ul style="list-style-type: none"> • Displays council values • Reflects upon own performance • Seeks and acts upon feedback • Sets goals for personal and professional development • Finds ways to learn and improve in the completion of day-to-day tasks • Takes responsibility for own work and meeting job requirements
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Manage Health and Wellbeing	
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<p>Takes responsibility for self-care and managing work-life balance.</p>	<ul style="list-style-type: none"> • Demonstrates effective time management and prioritising of tasks • Is aware of, controls and expresses their own emotions appropriately • Recognises when support is needed • Accepts responsibility for their own actions and outcomes • Is aware of the importance of self-care
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Safety and Risk Management	
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<p>Takes responsibility for personal actions and reports safety and compliance concerns.</p>	<ul style="list-style-type: none"> • Remains vigilant in ensuring a safe working environment for self and others • Is aware of risk and takes action to prevent problems • Reports hazards, incidents (including near misses) and compliance concerns in a timely way • Understands the importance of honesty and transparency • Avoids and discloses conflicts of interest and guards against the misuse of council resources and assets • Complies with policies and procedures
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ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Administration	Office based duties required of the role	<ul style="list-style-type: none"> Liaison with staff of all levels Liaison with external agencies Phone use Computer use Data entry and analysis Using multiple council software's Attending meetings Receipt and storage pf merchandise and collateral Distributing material to customer focus Drone operation 	Sitting				X
			Standing		X		
			Walking		X		
			Lifting < 10kgs		X		
			Carrying		X		
			Pushing	X			
			Pulling	X			
			Climbing	X			
			Bending		X		
			Twisting		X		
			Squatting		X		
			Kneeling		X		
			Reaching			X	
			Fine motor				X
			Neck postures				X
			Accepting instructions			X	
			Providing instructions			X	
			Sustained concentration				X
			Major decision making			X	
			Complex problem solving		X		
			Supervision of others	X			
			Interaction with others				X
			Exposure to confrontation		X		
Respond to change				X			
Prioritisation				X			

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Consultations	Preparing for, setting up, attending and packing up consultations	<ul style="list-style-type: none"> Liaison with staff of all levels Liaison with external agencies and the general public Phone use Setting up and packing up banners, furniture, printed material etc. Driving company vehicles 	Sitting		X		
			Standing			X	
			Walking			X	
			Lifting < 10kgs			X	
			Carrying			X	
			Pushing		X		
			Pulling		X		
			Climbing	X			
			Bending			X	
			Twisting			X	
			Squatting		X		
			Kneeling			X	
			Reaching			X	
			Fine motor		X		
			Neck postures				X
			Accepting instructions			X	
			Providing instructions			X	
			Sustained concentration			X	
			Major decision making		X		
			Complex problem solving		X		
			Supervision of others	X			
			Interaction with others			X	
			Exposure to confrontation		X		
Respond to change			X				
Prioritisation			X				