

POSITION DESCRIPTION

Position Title Senior Marketing Officer	HR1017	Position Level Level 6 – City of Bunbury Employees 2022 Enterprise Agreement	Reports to Team Leader Marketing and Communications
Role of position Lead the marketing and promotion of City projects, programs and events as well as the development, delivery and evaluation of corporate and facility marketing plans. Coordinate destination marketing activity to promote Bunbury in collaboration with the Bunbury Visitor Centre and Bunbury Geographe Tourism Partnership.			
Accountabilities Corporate Marketing <ul style="list-style-type: none"> Lead and coordinate the marketing and promotion of corporate projects, programs and events. Oversee the City's corporate brand identity and style guidelines. Develop corporate marketing collateral including but not limited to reports, flyers and posters and coordinating with external providers as required. Maintain the City's corporate image library, including photographing events and projects as required. Prepare and distribute regular corporate marketing materials as per marketing schedules. Develop marketing collateral for City signage, billboards and other marketing assets. Marketing Planning, Development and Delivery – Corporate and Facilities <ul style="list-style-type: none"> Coordinate and oversee the development, delivery and evaluation of corporate and facility marketing plans in consultation with the relevant teams and Facility Marketing Officers. Provide leadership and support to the City's Marketing Officers. Destination Marketing <ul style="list-style-type: none"> Support the development, delivery, and evaluation of annual destination marketing plans with the Bunbury Geographe Tourism Partnership In collaboration with Team Leader, develop, implement and annually review a 'Destination Marketing' campaign based on redeveloped 'Destination Bunbury Strategy' and Tourism Plan. Other duties as directed. 			Internal Relationships <ul style="list-style-type: none"> The City's community facilities City of Bunbury employees Elected Members External Relationships <ul style="list-style-type: none"> Bunbury Geographe Tourism Partnership Australia's South West Tourism industry groups and organisations Media organisations Government agencies Contractors General community Financial Accountabilities and Delegations <ul style="list-style-type: none"> Acts within established practices Designated employee, with delegated powers and duties in accordance with Local Government Act 1995 and others
Essential Criteria <ul style="list-style-type: none"> Tertiary qualification in marketing, tourism or public relations/communications More than two years' experience in a senior marketing role Demonstrated skills and experience in establishing and maintaining positive stakeholder relationships Demonstrated skills and experience in creating, implementing, and evaluating effective marketing plans and campaigns Highly developed verbal and written communication skills Highly developed computer skills, including proficient use of design, website management and social media Demonstrated ability to work both within a team environment and autonomously General knowledge of Equal Employment Opportunity and Diversity Acts Possession of a current National Police Certificate – required from the successful candidate on appointment Possession of a current C or CA Class Western Australian Drivers Licence 			Desirable Experience <ul style="list-style-type: none"> Experience working in a tourism/destination marketing role Experience and/or knowledge of the role of Local Government in Western Australia's tourism industry Knowledge of the media/public relations industry

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Mission Statement

Welcoming and Full of Opportunities

Values

Employees at the City of Bunbury observe the following Values in their day to day activities:

We are Community

- We are **one team**
- We keep each other **safe**
- We display **empathy and respect**
- We have **fun** and **celebrate** our successes
- We work together to **achieve** great outcomes

We are Open

- We are **open to opportunities**
- We **actively listen** and think things through
- We are **inclusive** and treat everyone **equally**
- We are **honest** and open in our **communications**
- We are open to feedback to **improve** our performance

We are Brave

- We **lead the change, we own it!**
- We **trust** and **empower** each other
- We have the **difficult conversations early**
- We hold ourselves to the **highest standard**
- We have the **courage** to improve and **simplify**

#WEARECOB

Misconduct

City of Bunbury employees are required to comply with our Code of Conduct and refrain from behaviour that is deemed misconduct.

Employees must:

- Apply accountable and ethical decision making principles within the work environment.
- Behave in accordance with legislation, City of Bunbury Council Policies, Management Policies and Employee Code of Conduct.
- Understand and observe the definitions of Misconduct and Serious Misconduct as defined in the Corruption Crime and Misconduct Act 2003.
- Report any information about actual or potentially fraudulent, corruption or illegal activities, including breaches of the City's Code of Conduct, to your Manager, Director or CEO.

Risk Management

- Understand and adhere to the Risk Management Policy, Corporate Guidelines and related procedures. When required, undertake risk assessments for all proposed projects in consultation with Team Leader, Manager or Director.
- Apply sound operational risk management practices within the work environment.

Customer Service

- Foster, advocate and implement the City's Customer Service Charter.
- Aim to exceed customer expectations.
- Strive for an element of consistency from one service transaction to the next.
- Through the delivery of outstanding service, establish a reputation of customer service excellence through service delivery.
- Deal with enquiries from customers and provide or arrange for the provision of the appropriate information or redirect the customer to the appropriate service provider.

Work Health and Safety

Managers/Supervisors must:

- Ensure adherence to WHS policies and procedures.
- Consult and cooperate with workers and WHS representatives on WHS issues.
- Ensure that workers are equipped with the information, instruction, training, and supervision that they need to work safely.
- Identify, assess, and control hazards within their area of responsibility by applying the hierarchy of controls.
- Encourage early reporting of incidents, gather initial information to assist investigations and forward to WHS Team immediately.
- Ensure that workers are aware of, and abide by, all relevant health and safety procedures, particularly those relating to the operation of plant and equipment.
- Develop Safe Work Procedures as required in consultation with the workers and ensure adherence to procedures.
- Provide PPE as required and ensure workers are aware of correct usage and storage requirements.
- Ensure all plant and equipment is properly maintained.
- Maintain relevant knowledge of WHS issues.
- Act as a role model by demonstrating safe work behaviours.

Workers must:

- Take reasonable care to ensure their own health and safety and that of others who may be affected by their acts or omissions, as defined in WHS legislation.
- Participate in the development of a healthy and safe workplace.
- Comply with any reasonable instructions given for their own health and safety and that of others, to comply with legislation and local policies and procedures.
- Cooperate with management in its fulfilment of its legislative obligations.
- Report any injury, illness, hazard or near miss immediately, where practical to their supervisor.
- Familiarise themselves with the work health and safety policies and procedures
- Not wilfully or recklessly interfere with safety equipment.

Accountable and Ethical Decision Making

- Ensure actions and decisions are impartial and unbiased and can be justified and accurately explained.
- Act fairly and justly, abiding by principles of due process and natural justice.
- Be accountable and transparent.
- Do your job effectively and as efficiently as possible.
- Behave in accordance with legislation, City of Bunbury Council Policies, Corporate Guidelines and Code of Conduct.
- Declare any potential conflicts of interest.

Name:

Signature:

Date: