

## POSITION DESCRIPTION

<b>Position Title</b> Marketing Officer – Community	<b>HR1119</b>	<b>Position Level</b> Level 4/5 – City of Bunbury Employees 2024 Enterprise Agreement	<b>Reports to</b> Team Leader Marketing and Communications	<b>Primary Location</b> Administration Building
<b>Role of position</b> Provision of high-quality marketing and communication services to support the City’s community facilities and Marketing and Communications team. Plan, prepare, deliver and evaluate activities and campaigns in line with each facility's brand position while promoting Bunbury as a place to live, work and play.				
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>Plan, prepare and deliver marketing activities and campaigns for the South West Sports Centre, Bunbury City Libraries and Bunbury Wildlife Park</li> <li>Develop, deliver and evaluate annual marketing plans in consultation with facility staff and the City’s Marketing and Communications team</li> <li>Undertake market evaluation and establish the best approach to reach target audiences</li> <li>Ensure quality and consistency of marketing and promotions in line with each facility’s brand position</li> <li>Organise a calendar of marketing events, activities and activations in line with the annual marketing plan</li> <li>Maintain the corporate image library and photograph events, exhibitions, programs and projects as required</li> <li>Develop and deliver content for social media channels</li> <li>Coordinate content updates for facility websites</li> <li>Develop marketing collateral including, but not limited to, signage, posters, flyers and merchandise</li> <li>Develop and communicate updates through relevant CRM systems to facility members and subscribers</li> <li>Analyse the impact of marketing campaigns and provide relevant reporting</li> <li>Support the delivery of destination marketing campaigns with the relevant stakeholders</li> <li>Other duties as directed by Team Leader Marketing and Communications</li> </ul>			<b>Internal Relationships</b> <ul style="list-style-type: none"> <li>The City’s community facilities</li> <li>City of Bunbury employees</li> <li>Elected Members</li> </ul> <b>External Relationships</b> <ul style="list-style-type: none"> <li>Community groups and not for profits</li> <li>General community</li> <li>Government agencies</li> <li>Australia’s South West</li> <li>Bunbury Geographe Tourism Partnership</li> </ul> <b>Financial Accountabilities and Delegations</b> <ul style="list-style-type: none"> <li>Acts within established practices</li> <li>Designated employee, with delegated powers and duties in accordance with Local Government Act 1995 and others</li> </ul> <b>Desirable Experience</b> <ul style="list-style-type: none"> <li>Experience in campaign development and implementation</li> <li>Experience creating video content</li> <li>Experience with the Adobe Creative Suite</li> <li>Sound knowledge of the Bunbury community</li> <li>Knowledge of the structure, functions and responsibilities of Local Government</li> </ul>	
<b>Essential Criteria</b> <ul style="list-style-type: none"> <li>Tertiary qualification and/or relevant experience in marketing, communications, public relations role or similar</li> <li>Demonstrated experience with modern communication platforms</li> <li>Demonstrated experience developing social media content and campaigns</li> <li>Well developed interpersonal skills</li> <li>High level written communication skills and attention to detail</li> <li>Demonstrated ability to work both within a team environment and autonomously</li> <li>Ability to multi-task and prioritise effectively to meet deadlines</li> <li>Creative ideas on how best to support the promotion of Bunbury and our community facilities</li> <li>General knowledge of Equal Employment Opportunity and Diversity Acts</li> </ul>				

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<p><b>Mission Statement</b> Welcoming and Full of Opportunities</p> <p><b>Values</b> Employees at the City of Bunbury observe the following Values in their day to day activities:</p> <p><b>We are Community</b></p> <ul style="list-style-type: none"> <li>We are one team</li> <li>We keep each other safe</li> <li>We display empathy and respect</li> <li>We have fun and celebrate our successes</li> <li>We work together to achieve great outcomes</li> </ul> <p><b>We are Open</b></p> <ul style="list-style-type: none"> <li>We are open to opportunities</li> <li>We actively listen and think things through</li> <li>We are inclusive and treat everyone equally</li> <li>We are honest and open in our communications</li> <li>We are open to feedback to improve our performance</li> </ul> <p><b>We are Brave</b></p> <ul style="list-style-type: none"> <li>We lead the change, we own it!</li> <li>We trust and empower each other</li> <li>We have the difficult conversations early</li> <li>We hold ourselves to the highest standard</li> <li>We have the courage to improve and simplify</li> </ul> <p><b>#WEARECOB</b></p>	<p><b>Misconduct</b> City of Bunbury employees are required to comply with our Code of Conduct and refrain from behaviour that is deemed misconduct.</p> <p><b>Employees must;</b></p> <ul style="list-style-type: none"> <li>Apply accountable and ethical decision making principles within the work environment.</li> <li>Behave in accordance with legislation, City of Bunbury Council Policies, Management Policies and Employee Code of Conduct.</li> <li>Understand and observe the definitions of Misconduct and Serious Misconduct as defined in the Corruption Crime and Misconduct Act 2003.</li> <li>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.</li> </ul> <p><b>Risk Management</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>Apply sound operational risk management practices within the work environment.</li> </ul> <p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>Foster, advocate and implement the City's Customer Service Charter.</li> <li>Aim to exceed customer expectations.</li> <li>Strive for an element of consistency from one service transaction to the next.</li> <li>Through the delivery of outstanding service, establish a reputation of customer service excellence through service delivery.</li> <li>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.</li> </ul>	<p><b>Work Health and Safety</b> <u>Managers/Supervisors must.</u></p> <ul style="list-style-type: none"> <li>Ensure adherence to WHS policies and procedures.</li> <li>Consult and cooperate with workers and WHS representatives on WHS issues.</li> <li>Ensure that workers are equipped with the information, instruction, training, and supervision that they need to work safely.</li> <li>Identify, assess, and control hazards within their area of responsibility by applying the hierarchy of controls.</li> <li>Encourage early reporting of incidents, gather initial information to assist investigations and forward to WHS Team immediately.</li> <li>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.</li> <li>Develop Safe Work Procedures as required in consultation with the workers and ensure adherence to procedures.</li> <li>Provide PPE as required and ensure workers are aware of correct usage and storage requirements.</li> <li>Ensure all plant and equipment is properly maintained.</li> <li>Maintain relevant knowledge of WHS issues.</li> <li>Act as a role model by demonstrating safe work behaviours.</li> </ul> <p><u>Workers must;</u></p> <ul style="list-style-type: none"> <li>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.</li> <li>Participate in the development of a healthy and safe workplace.</li> <li>Comply with any reasonable instructions given for their own health and safety and that of others, to comply with legislation and local polies and procedures.</li> <li>Cooperate with management in its fulfilment of its legislative obligations.</li> <li>Report any injury, illness, hazard or near miss immediately, where practical to their supervisor.</li> <li>Familiarise themselves with the work health and safety policies and procedures</li> <li>Not willfully or recklessly interfere with safety equipment.</li> </ul> <p><b>Accountable and Ethical Decision Making</b></p> <ul style="list-style-type: none"> <li>Ensure actions and decisions are impartial and unbiased and can be justified and accurately explained.</li> <li>Act fairly and justly, abiding by principles of due process and natural justice.</li> <li>Be accountable and transparent.</li> <li>Do your job effectively and as efficiently as possible.</li> <li>Behave in accordance with legislation, City of Bunbury Council Policies, Corporate Guidelines and Code of Conduct.</li> <li>Declare any potential conflicts of interest.</li> </ul>
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Signature:

Date: