

# Marketing Officer

<b>Position Number</b>	40078CS
<b>Directorate</b>	Communities & Place
<b>Service Unit/Department</b>	Creative Services & Events
<b>Location</b>	Horsham Town Hall, Pynsent Street, Horsham
<b>Position Classification</b>	Band 5
<b>Position Appointment</b>	Permanent Part-time (0.4EFT)
<b>Enterprise Agreement</b>	Horsham Rural City Council Enterprise Agreement Number Ten, 2022-2025
<b>Reports to</b>	Creative Services & Events Lead
<b>Supervises</b>	Nil
<b>Working with Children Check Required</b>	Yes

## Organisation Values - **FAIR**

### **F**lexibility

We are adaptable to changing circumstances

### **A**ccountability

We are responsible for our behaviour and actions

### **I**ntegrity

We are ethical, transparent and honest in our conduct

### **R**espect

We value diversity and appreciate others and will not tolerate sexual or others forms of harassment

## **1. Position Objectives**

This position has responsibility for venue marketing at the Horsham Town Hall (HTH) across the range of performing and visual arts, conferencing, venue hire requirements and public programs.

This position co-ordinates the placement, timing and branding for all initiatives delivered and developed through the Creatives Services Unit, including working closely with the Co-ordinator Performance & Events, Co-ordinator Visual Arts and Program & Visitor Services Officer to deliver the products, campaign and collateral.

Reporting directly to the Creative Services & Events Lead, the position plays a key role in developing all marketing strategies, including online, print, social media, destination marketing and local campaign development in conjunction with the Co-ordinator of Performing Arts & Events, Co-ordinator Visual Art and Program & Visitor Experiences Officer.

The position ensures that key external and internal stakeholders are informed and are aware of programs and events supported or commissioned by the Creative Services Unit and seeks to increase the opportunities for community participation and engagement in programming that is unique, diverse and engaging.

The role reports directly to the Creative Services & Events Lead, with close collaboration with the Co-ordinator of Performing Arts & Events, Co-ordinator Visual Arts and the Program & Visitor Services Officer.

## **2. Key Responsibility Areas**

- Maintain a well-developed understanding of the strategic direction of Council for performing arts, visual arts, public art, events and visitor services and the associated impact on HTH management and operations.

### **Marketing**

- Design & develop specialised integrated communication strategies, with specific attention to support the artistic and strategic objectives of Council and the arts and culture venues.
- Plan, develop, co-ordinate and implement internal and external communication messages, channels and material within prescribed budgets and timeframes.
- Generate and provide supporting evidence and data to assist in the analysis and ongoing improvement of the team's communication strategies.

- Work closely with internal stakeholders (including the Co-ordinator of Performance & Events, Co-ordinator Visual Arts, Program & Visitor Services Officer, Community Relations and Advocacy team) and external stakeholders (such as tourism bodies, publicists and promoters) to draft media releases, respond to media enquiries, prepare written copy for print and online publishing and liaise with local, national and international media organisations, journalists, art critics, freelance writers and editors to ensure a consistent approach to copy is maintained.
- In consultation with the Creative Services, & Events Lead, and in collaboration with Co-ordinator Performance & Events, Co-ordinator Visual Arts, Program & Visitor Services Officer, oversee the design, production and distribution of both print and online publishing and event collateral.
- Manage and maintain website, social media channels and online presence to increase accessibility to an array of resources such as the exhibition archive, audio/visual recordings and online publications.
- Contribute to the collegial character of the workplace by sharing information, experience and expertise, as well as contributing to organisational advocacy and assisting across all facets of the artistic program where assigned.
- Develop content for digital and print channels as required including the taking of photos.
- Liaise with hirers and deliver on paid marketing packages.
- Maintain a knowledge of key marketing programs and platforms.

### **Administration**

- Provide support for the research and analysis of various relevant trends and patterns.
- Work with the Creative Services and Events Lead to ensure that operational objectives are achieved within budget, and opportunities for increased income generation are maximized.
- Provide a high level of customer service and satisfaction to all venue patrons and user.
- Support effective overall operation of the Horsham Town Hall Venue, as may be required at any time.

Note: In accordance with award provisions, Council may direct an employee to carry out such duties as are within the limits of the employee's skill, competence and training, provided such duties do not promote a narrowing of the employee's skills base.

### **3. Accountability and extent of Authority, Judgement and Decision Making**

- Accountable to the Creative Services & Events Lead for the satisfactory completion of duties within the set time schedule; to the appropriate standard and in a safe and efficient manner in accordance with the Occupational Health & Safety Act, regulations and requirements and Council policies which apply.
- Freedom to act is essentially subject to close/regular supervision and to understood guidelines. The effect of decisions and actions taken on individual clients may be significant but the decisions and actions are always subject to appeal or review by more senior employees. Guidance and advice is generally available within the time required to make a choice.
- The objectives of the work are usually well defined but the particular method, technology, process or equipment to be used is often selected from a range of available alternatives.
- The work may involve solving problems, using procedures and guidelines and the application of professional or technical knowledge, or knowledge acquired through relevant experience. Problems are occasionally of a complex or technical nature with solutions not related to previously encountered situations and some creativity and originality is required.
- Responsible for the provision of marketing for the venue.
- Responsible for delivering marketing plans within the set budget.
- Responsible for ensuring the overall quality of work performed and tasks are undertaken in an efficient, effective, and appropriate manner.

### **4. Skills and Knowledge**

- Experience developing, implementing, monitoring and evaluating effective marketing and communications, strategies, campaigns and programs.
- Extensive experience in Adobe Creative Suite, Canva, Wordpress, MailChimp and social media management.
- Experience in writing and distributing media releases and developing relationships with media.
- Strong content management system experience.

- Strong copywriting and editing experience, especially for diverse communities and audiences with attention to detail and thoroughness towards professional writing and editing standards.
- Skills in design, photography and digital content production.
- A natural sense of design that enables the delivery of highly engaging and innovative design, visuals and video that reflect brand values.

## **5. Management and Administrative skills**

- Able to manage time, set priorities and plan and organise one's own work and in appropriate circumstances that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Excellent computer skills, including Microsoft Word and Excel.
- Well-developed analytical skills and the ability to make decisions logically and quickly.
- Able to work in a high energy, busy environment, while always remaining committed to achieving high quality, innovative results.
- Attention to detail.

## **6. Interpersonal skills**

- Excellent oral and written English communication skills.
- High level co-ordination skills and the ability to co-operate with and influence others in relation to defined activities.
- Able to discuss and effectively resolve issues and problems.
- Able to work individually/independently as required and to self-motivate.
- Ability to think logically, quickly and within a time-frame.
- Well-developed customer service skills.

## **7. Qualifications and Experience (Selection Criteria)**

- A tertiary qualification in marketing, communications or related fields or less formal qualifications with at least three years relevant experience.
- Excellent communication, organisational and negotiating skills with the ability to work within a high-output environment by setting priorities and meeting deadlines.
- Experience developing, implementing, monitoring and evaluating effective marketing and communications, strategies, campaigns and programs.
- Demonstrated understanding of audience development strategies to build effective communication between audiences, stakeholders and organisations.
- Experience in brand management, messaging and custodianship.
- Strong copywriting and editing experience for diverse communities and audiences with attention to detail and thoroughness towards professional writing and editing standards.
- Ability to work collaboratively within a team environment to ensure organisational objectives are met.
- Ability to take initiative and make decisions.
- Current Working with Children Check.

### **Desirable:**

- Knowledge and interest in contemporary arts practices and Australian arts industry.
- Experience using Google analytics.
- Interest in new technology and digital development.
- Current driver's licence.

## 8. Organisational Relationships

<b>Reports to:</b>	Creative Services & Events Lead
<b>Supervises:</b>	Nil
<b>Internal Liaisons:</b>	Coordinator Visual Arts Coordinator Performance & Events Program and Visitor Services Officer HTH Team Arts, Culture & Recreation staff Community Relations & Advocacy staff Investment Attraction & Growth staff
<b>External Liaisons:</b>	Venue patrons, general users and the public Commercial and community hirers Promoters and performing arts companies Media Contractors, suppliers and industry organisations Industry bodies and associations Other state-based venues and providers Grampians Tourism Marketing Team Shire-based tourism leads associated with Tourism Board

## 9. About Horsham and Horsham Rural City Council

Horsham Rural City is a vibrant, multi-cultural community situated in the heart of the Wimmera region of Victoria, approximately 300 kilometres north-west of Melbourne. The municipality has a population of approximately 20,000, covering an area of 4,267 square kilometres, with approximately three quarters of residents living within the urban area of Horsham.

Horsham is the major provider of retail, community and government services in the Wimmera, with dryland and broadacre agriculture being our major industry. There are a range of quality educational and health care facilities including secondary colleges, a university and an agricultural college.

Council is committed to working with the community to develop the municipality through strong leadership, vision, good governance, responsive services and quality infrastructure, whilst enhancing our liveability and natural environment.

**Accessible and Inclusive Employer**

Horsham Rural City Council supports flexible and accessible working arrangements for all staff. We are progressive, open to new approaches, and aim to be an inclusive and diverse workplace that celebrates the contribution made by all our staff.

**Occupational Health and Safety/Risk Management**

All employees are required to follow workplace health and safety requirements and obligations in accordance with legislative frameworks, Council policies (including the OHS Responsibility and Accountability Procedure) and other workplace procedures at all times.

Employees will also observe and comply with Council's Risk Management Policy and the application of sound risk management practices within the workplace and the community.

**10. Further information**

Horsham Rural City Council is an Equal Opportunity and Child Safe Employer and values Flexibility, Accountability, Integrity and Respect. We encourage and celebrate all cultures, heritage and diversity. We recognise the important and ongoing place that all Indigenous people hold in our community.

Council encourages applications from people of all abilities and can make information available in alternative formats if required.

Council and its employees also have obligations under Victoria's Charter of Human Rights and Responsibilities. See the People & Culture Department or [www.humanrightscommission.vic.gov.au](http://www.humanrightscommission.vic.gov.au) for further information.

Manager People & Culture  
Horsham Rural City Council  
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Horsham Victoria 3402

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## 11. Sign Off

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

Document prepared by: People & Culture Department

**Approved by:** .....  
(Director Communities & Place)

**Date:** .....

**Employee name:** .....

**Signature:** .....

**Date:** .....