

<b>POSITION</b>	Marketing and Communications Officer
<b>POSITION NUMBER</b>	Position Number
<b>CLASSIFICATION</b>	Band 4
<b>AGREEMENT</b>	Ballarat City Council Enterprise Agreement No. 6 2013
<b>DIVISION</b>	Sport and Active Living
<b>UNIT</b>	BALC
<b>MANAGER</b>	Customer Service Coordinator
<b>DATE UPDATED</b>	April 2017

## EMPLOYEE POSITION DECLARATION

*I have read and understand the requirements and expectations of this Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.*

**NAME OF INCUMBENT:** Alana Burgess

**SIGNED:** \_\_\_\_\_

**DATED:** \_\_\_\_\_

## 1. ORGANISATIONAL CONTEXT

As a result of population growth across Australia, Ballarat is now one of the largest inland regional cities in the country. Ballarat is uniquely located with easy access to Melbourne, Geelong and Bendigo and is the Western Victorian capital for a region of 400,000 people.

From a Health and Safety perspective the City of Ballarat requires the following:

### *All Employees and Volunteers*

- Follow City of Ballarat policies and procedures.
- Report hazards and other unsafe practices.
- Report injuries as soon as possible to your Manager/Supervisor.
- Participate constructively in all forums set up to investigate, improve or communicate safety.

### *Team Leaders (including Supervisors and Coordinators)*

- Demonstrate safety leadership.
- Apply operational safety guidance and direction.
- Communicate a clear set of goals to your team.
- Measure performance regularly against a clear set of goals.
- Act and apply a balance of consequences as required.
- Escalate up relevant issues of importance in a timely fashion.

### *Management Group (including all third line Managers)*

- Demonstrate safety leadership.
- Provide strategic direction.
- Communicate a clear set of goals to your team.
- Measure performance regularly against a clear set of goals.
- Act and apply a balance of consequences as required.
- Escalate up relevant issues of importance in a timely fashion.

### *Leadership Team (including CEO, Directors and Executive Managers)*

- Demonstrate safety leadership.
- Provide strategic direction.
- Communicate a clear set of goals to your team.
- Measure performance regularly against a clear set of goals.
- Act and apply a balance of consequences as required.

The Sport and Active Living unit values are based around the organisation's values of Leadership, Loyalty, Excellence and Outcomes:



#### LEADERSHIP

We value positive leadership; understanding what we do, counts and each of us take responsibility for the work we do for the community.



#### OUTCOMES

Develop an organizational culture that is focused towards recognizing and encouraging Council's Values.



#### LOYALTY

Celebrate and value employee achievements.



#### EXCELLENCE

Provide opportunities for employees across Council to learn of innovative approaches of excellence.

## 2. POSITION OBJECTIVES

The Communications, Social Media and Marketing Officer will play an active part in creating collateral, planning and implementing marketing and communication strategies and procedures. The Communications, Social Media and Marketing Officer will work closely with the Customer Service Coordinator and the City of Ballarat Communications Team to actively assist and create internal and external promotions, communication, public relations and marketing campaigns/ initiatives to drive business into the facility and generate a higher awareness of the Ballarat Aquatic & Lifestyle Centre in the local community. Making sure they are consistent with core goals and the corporate image.

## 3. KEY RESPONSIBILITY AREAS

### **Administration communication**

Ensure accurate and efficient information and communication systems are available and accessible to all staff and customers.

### **Customer Experience**

- Ensure the best and the highest quality customer service is given to every member and guest.
- Assist with the creation of all promotional information for the Centre (includes advertising, signage, displays, brochures, pamphlets, correspondence and editorials)
- Measure the effectiveness of all advertising/promotional and retention activities on an ongoing basis, with an aim to maximize returns on investment.
- Update the Centre website
- Conduct and collate Customer Surveys (as required)
- Assist in the marketing plan for the centre.
- Review the Customer Service space to ensure the Customer Experience is facilitated to the highest degree possible.

### **Social Media & Online Profiles**

- Update online presence, including website development and social media platforms
- Extend and develop the Ballarat Aquatic & Lifestyle Centre Social media and digital presence
- Implement and further develop strategies to make sure that the Ballarat Aquatic & Lifestyle Centre has an active, targeted and effective online and social media presence
- Raising the BALC profile on social media platforms
- Manage the development of the new BALC Website to be completed in 2017
- Investigate new online tools to increase member acquisition and retention.

## **Create Design**

- Assist with the development of marketing materials including brochures, posters, leaflets, promotional materials, timetables, e-newsletters, centre specific forms and templates, banners, billboards, and noticeboards.
- Contribute to the communication content and artwork for promotional materials

## **Marketing**

- Assist with development and implementation of the BALC Marketing Plan
- Collate marketing data from Google and Facebook analytics as well as local membership data collected to identify business insights.
- Ensure all marketing materials are consistent to Council Guidelines.
- Liaise with Council Communications team to share marketing materials, assets and following branding protocols.
- Editing/proof reading/amending of marketing collateral.
- Actively support the development and implementation of all marketing communication activities
- Complete marketing budget process paperwork as required.
- Perform other duties as required.

## **Community and stakeholder relationships**

- Develop strong relationships with external stakeholders to further enhance the marketing position of the Ballarat Aquatic & Lifestyle Centre
- Support the quality of internal communications, by providing marketing-based insights and input into the work of other teams
- Liaise with the Customer Service Coordinator and Centre Manager of BALC to provide marketing inputs to key decisions as required
- Develop innovative public relations campaigns
- Develop a high quality promotional strategy which includes high quality, targeted events
- Develop content for key staff to support their marketing and social media activities
- Develop strategies and opportunities for key staff representing the Ballarat Aquatic & Lifestyle Centre at marketing and public relations opportunities events
- Liaise with COB's media and communications team to maximise public relations opportunities.

## *All Employees and Volunteers*

- Report hazards and incidents as soon as possible.
- Constructive participation in investigations and assistance in implementing corrective actions.
- Wear PPE and follow safe work procedures as directed.
- Constructively participate in monthly team meetings.

## *Team Leaders (including Supervisors and Coordinators)*

- At a minimum >90% of operational health and safety plan actions are complete.

- Ensure investigations are completed and corrective actions are implemented within policy timeframes.
- At a minimum conduct monthly team meetings where health and safety is a standing agenda item.

#### *Management Group (including all third line Managers)*

- Perform at least one 'walk the talk' per month.
- At a minimum >90% of operational health and safety plan actions are complete.
- Ensure investigations are completed and corrective actions are implemented within policy timeframes.
- Attend and participate in health and safety meetings (CHSC or Area Safety Meeting).
- All meetings to have safety on the agenda.

#### *Leadership Team (including CEO, Directors and Executive Managers)*

- Perform at least one 'walk the talk' per month.
- At a minimum >90% of operational health and safety plan actions are complete.
- Attend and participate in health and safety meetings (CHSC or Area Safety Meeting).
- All meetings to have safety on the agenda.

## 4. ORGANISATIONAL RELATIONSHIPS

**Reports to: Customer Service Coordinator**

**Internal Liaisons: All Staff  
Communications Unit**

**External Liaisons: General Public  
Community Groups and Schools  
Service Providers and Contractors**

## 5. ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Accountable for the efficient and effective operation within the BALC team to deliver a quality customer focused service.
- Ability to plan work one week in advance.
- Responsible for the provision of social media and marketing duties in accordance with City of Ballarat standards and procedures.
- Adherence to the Organisation's principles and policies.

## 6. JUDGEMENT AND DECISION MAKING

- Responsible for on the spot assessment of individual customer needs.
- Apply the use of lateral thinking to find solutions to problems.

- Ability to make day to day decisions in the social media and marketing areas, within the scope of established standards and procedures.
- Guidance and advice are always available within the time available to make a decision.

## 7. SPECIALIST SKILLS AND KNOWLEDGE

- Ability to impart knowledge and information on BALC's products, services and policies to other employees, in conjunction with management, in a language which is understandable to the community.
- A strong knowledge of and commitment to both the principals and practice of high quality customer service.
- Ability to acquire an understanding of Centre services and procedures.
- Level of competence in the operation of Microsoft programs and other relevant data systems.
- Demonstrated ability to quickly acquire knowledge of other relevant systems.
- Understanding of procedures and standards, and how they must be applied to all social media and marketing work.

## 8. MANAGEMENT SKILLS

- Ability to prioritise and achieve position objectives in the most efficient way possible with specific resources and within reasonable timeframes.

## 9. INTERPERSONAL SKILLS

- Demonstrated listening and empathetic skills.
- High level liaising and consultative skills.
- Strong verbal communication skills across all levels of staff.
- Demonstrated written and verbal communication skills to enable the preparation of routine social media and marketing correspondence.
- Ability to discuss and resolve problems – internally and externally.
- Ability to gain co-operation and assistance from customers and other employees.
- Demonstrated commitment to the principles and practices of teamwork whilst striving to make an individual contribution to the organisation.

## 10. QUALIFICATIONS AND EXPERIENCE

- Experience and/or qualifications in Communications, Social Media and Marketing.
- Experience in effective planning, developing, implementing and coordinating a wide range of social media, communications, marketing and members engagement projects is essential.
- Ability to create innovative programs and strategies to meet project goals
- Provide timely reporting on projects and any evaluations
- Excellent customer service and communications skill. Must be able to answer/direct calls from members or customers and stakeholders.
- Experience researching, writing, editing communications, resources and materials.

- Working with Children Check and Police Check.

## 11. SELECTION CRITERIA

- Relevant experience within a marketing and communications role.
- Strong interpersonal and verbal communication skills with the ability to relate effectively with a range of people across all levels of the organisation and with external agencies and partners.
- Demonstrated understanding and experience of working with brand portfolios and implementing their respective communication elements across print, social media, events and the digital space.
- Highly developed skills in time management, setting priorities, planning and organising own work and that of others in order to meet deadlines.
- Demonstrated initiative and problem solving skills with the ability to deliver creative communications solutions across a complex organisation.
- The ability to analyse data to identify trends, develop strategy and measure success rates.
- Ability to be flexible and responsive.
- Highly motivated to continuously improving current systems and processes.
- Ability to work effectively within a team environment demonstrating a can-do attitude and a positive work ethic
- Demonstrated ability to adhere to health and safety policies and procedures within a team environment.