

CITY OF BELMONT

# Career Opportunities

## MARKETING AND COMMUNICATIONS OFFICER

**\$81,202 - \$85,721 pa + Superannuation**

**Permanent full time position & Temporary part time (48hrs fortnight) available**

### **About us:**

The City proudly offers its residents and visitors facilities, services, events, spaces and plans for the future, for the community to live, work and play in ways that are healthy, efficient, safe and sustainable along with spectacular views of the Swan River, close proximity to the Perth Central Business District and houses the Perth Domestic and International Airports.

### **About the role:**

An opportunity exists to join the City's Public Relations and Stakeholder Engagement Team to help keep our community and stakeholders informed and up to date.

As the Marketing and Communications Officer, you will work in conjunction with the Coordinator Marketing and Communications to develop and deliver the City's communication strategies and initiatives, ensuring they are relevant and contemporary.

Tasks include assisting with:

- Development and delivery of the City's marketing and communication strategies, activities and initiatives.
- Digital marketing, including maintaining the City's social media channels and website content.
- Traditional marketing, including managing print ads and publications.
- Working closely with the team to improve the City's communications channels.
- Reporting on the results of communication activities.

### **About you:**

To be successful in this role you will possess, or have significant progress towards, a relevant qualification in communications, marketing, journalism, media studies or related discipline along with proven experience in developing and delivering communication strategies. A high level of interpersonal and negotiation skills are required.

If this is you and you meet the required skills, experience and knowledge outlined in our Job Description, we would welcome your application.

**Applications close Monday, 12 December 2022.**

**Please note: Applications are considered as they are received, and interviews will be arranged accordingly. The City reserves the right to close adverts early, therefore an early application is encouraged.**

The City of Belmont is an equal opportunity employer dedicated to diversity in the workplace. We provide merit-based employment opportunities to people without regard to race, gender, ethnicity, disability, age, religion or sexual orientation. We encourage applications from an Aboriginal and Torres Strait Islander heritage, people with disabilities, and people from culturally diverse backgrounds to explore the opportunity of a career at the City of Belmont. If you require an additional support or adjustments regarding interview arrangements, please advise in advance.



**1.0 POSITION DETAILS**

Position Title : Marketing and Communications Officer x 2  
Present Incumbent : Vacant  
Classification : Level 5  
Division : Corporate & Governance  
Department : Public Relations and Stakeholder Engagement  
Section : Marketing & Communications  
Location : Civic Centre  
215 Wright Street, Cloverdale  
Employment Status : 1 x Full time and 1 x Temporary Part time

**2.0 POSITION RELATIONSHIPS**

Responsible to : Coordinator Marketing and Communications  
Responsible for : Nil

**3.0 POSITION OBJECTIVES**

In conjunction with the Coordinator Marketing and Communications develop, implement, coordinate and maintain the City's communications strategies and initiatives, ensuring that the City's communications activities continue to be relevant and contemporary to its community and stakeholders and provide assistance with marketing initiatives to promote the City to its stakeholders.

**4.0 PRINCIPAL DUTIES AND RESPONSIBILITIES**

- 4.1 Assist the Coordinator Marketing and Communications in the development, implementation and coordination of the City's public relations and communication strategies, activities and initiatives.
- 4.2 Assist the Coordinator Marketing and Communications in the development, implementation and monitoring of relevant Marketing and Communications policies, process maps and work instructions.



- 4.3 Assist the Coordinator Marketing and Communications with the on-going development, implementation and management of the City's website and other electronic communication tools including social media campaigns to ensure that the City's online presence remains relevant and up to date.
- 4.4 Research, develop and implement where appropriate, communications and promotional opportunities using market research results, analytics and trends.
- 4.5 Assist the Coordinator Marketing and Communications with providing internal advice and guidance on marketing and communications initiatives including future trends and developments, to ensure the City continues to expand its reach.
- 4.6 Conduct appropriate research and analyse and interpret marketing and communications data to identify patterns and prepare and present solutions as appropriate.
- 4.7 Assist the Coordinator Marketing and Communications in developing and implementing an ongoing education and promotional strategy for the organisation to encourage greater and more effective use of the City's website and social media tools, providing appropriate advice in relation to online content and publishing.
- 4.8 Assist the Coordinator Marketing and Communications in monitoring and maintaining the City's online consultation tool – Belmont Connect, providing appropriate advice and assistance to staff on the requirements and usage.
- 4.9 Provide assistance to the Coordinator Marketing and Communications with ongoing monitoring and regular audits, to ensure corporate communications adhere to the guidelines of the City's Style Guide and appropriate policies and guidelines.
- 4.10 In conjunction with the Coordinator Marketing and Communications, monitor all public digital and social media relevant to the City ensuring that appropriate action is taken to inform relevant officers of any issues or breaches of the City's Style Guide and appropriate policies and guidelines.
- 4.11 Monitor and manage the effectiveness of the City's communication tools and channels, to ensure a consistent style and standard is maintained, referring any issues to the Coordinator Marketing and Communications.
- 4.12 Provide advice internally and externally, on the City's Style Guide and corporate communications channels.
- 4.13 In consultation with the Coordinator Marketing and Communications, maintain the City's Photographic Library.
- 4.14 Provide assistance and back up to the Marketing and Communications team as required.
- 4.15 Assist and prepare, where required, speeches, notes and presentations on behalf of the Mayor and other senior staff.



- 4.16 Assist the Coordinator Marketing and Communications with the writing of editorial content and oversee the production and distribution of relevant corporate publications.
- 4.17 Assist and undertake graphic design work as required for the production of marketing collateral such as adverts, flyers and digital marketing material.
- 4.18 Assist and prepare the City's e-newsletter content and design work, as well as the production of video content to support the City's objectives.
- 4.19 Provide administrative support to the Manager Public Relations and Stakeholder Engagement and the Coordinator Marketing and Communications and in particular, prepare general correspondence and undertake research and report preparation as required.
- 4.20 Identify and form effective working relationships with key stakeholders both internal and external, as appropriate.
- 4.21 Place advertisements on behalf of the City, using Marketforce's electronic AdsPlus system and assist others in the booking of advertisements.
- 4.22 Comply with the City's Equal Opportunity, Discrimination, Harassment and Bullying Policies at all times.
- 4.23 Follow and comply with all Work, Health & Safety and Environment policies and procedures to ensure personal safety and the safety of others is maintained at all times, including the reporting of unsafe practices or hazards to supervisors or WHS Representatives, whilst protecting and sustaining the environment.
- 4.24 Actively seek and report on methods of improving systems of work, policies and practices, to ensure the continuous improvement of the City's Business Management System.
- 4.25 Exercise appropriate authority whilst acting in the best interests of the City, its Customers and the Community, meeting legislative and operational requirements.
- 4.26 Undertake other duties as directed by the Coordinator Marketing and Communications, within the scope and level of this position.

## **5.0 POSITION REQUIREMENTS**

### **Essential**

- 5.1 Possession of, or significant progress towards, a relevant qualification in communications, marketing, journalism, media studies or related discipline.
- 5.2 Proven experience developing and implementing organisational communication strategies.
- 5.3 Proven experience in the use of various digital and social media tools including ability to modify and update websites using content management systems.

- 5.4 High level of interpersonal and negotiation skills.
- 5.5 Highly developed written communication skills and styles, including the ability to edit, proofread and apply attention to detail.
- 5.6 Proven research skills including the ability to write clear and concise reports and analyse and document data using an appropriate database.
- 5.7 Well developed organisational and administrative skills with the ability to effectively prioritise multiple projects and coordinate conflicting priorities to meet strict deadlines and organisational objectives.
- 5.8 Ability to work effectively under minimal supervision and as part of a team.
- 5.9 Ability to exercise initiative and respond appropriately when required and handle confidential and sensitive matters in a suitable manner.
- 5.10 Proven ability to utilise personal computer applications and in particular Microsoft Office suite of products (i.e. Word, Excel and Outlook).
- 5.11 Possession of, or the ability to acquire, a satisfactory National Police Clearance Certificate (dated within the last twelve months).

**Desirable**

- 5.12 Experience with Adobe Creative suite of products, in particular Photoshop, InDesign, Illustrator, Lightroom.
- 5.13 Experience with video editing software, in particular Premier Pro, Afteraffects, Audition.
- 5.14 Experience with Content Management Systems platforms.
- 5.15 Previous relevant experience in media liaison and dealing with media-related issues.
- 5.16 Possession of, or ability to acquire, a current motor vehicle driver's licence.

