



Position Details

Position Title:	Marketing and Events Officer
Position Number:	ME8031
CLASSIFICATION:	Band 6
DIRECTORATE:	Communications/Production
BUSINESS UNIT:	Marketing and Event Management
REPORTS TO:	Marketing Coordinator

1.1. Position Objective

Contribute to the communication process within Bilby region through the management of public relations to the community, in accordance with Council's strategic communication plans.

1.2. BSC Values

Employees of the Bilby Shire Council are recognised and rewarded on their contribution to Customer Service, commitment to Teamwork, display of Leadership and demonstration of Initiative.

1.3. Position summary

The Marketing and Events Officer is responsible for providing marketing support to any community areas requiring support, as indicated by the Marketing Coordinator.

Organisational Accountabilities

Where applicable, provide a healthy and safe workplace for staff under your control, including adequate instruction, information, supervision and training for them to perform their work in a safe manner.

Contribute to a healthy and safe environment for yourself and others and comply with all safe working procedures and instructions including council policies and procedures.

Embrace diversity and equity across the workforce; encourage cross-cultural awareness and understanding and produce an environment that is culturally sensitive, inclusive and socially responsible.

Acknowledge, appreciate and encourage differences, valuing people for their skills, competencies, and contribution to council's continuing success.

Risk Management

Contribute to the effective protection of council in accordance with the Council's risk management policy and procedures.

Occupational Health and Safety

Contribute to a safe working environment by adherence to the Occupational Health and Safety Act 2004, regulations and Council Occupational Health and Safety procedures.

Customer Service

Provide excellent customer service to all internal and external customers.

Key Accountabilities

- Project manage the publications production cycle including collection of and verification process for brochure/web information to be used for council marketing publications.
- Liaise with relevant staff, and council Publishing and Design Unit to check and revise content for brochures, handbooks, guides and other marketing publications and also to direct staff on design, format and use of corporate logo.
- To develop and foster strong internal relationships with divisions in the council to ensure program information for publications and marketing events is accurate and timely.
- Provide general marketing support to council and assist colleagues within the DSC marketing team in peak periods to ensure marketing projects and requests generated by the council are completed in a timely and efficient manner.
- In conjunction with the Marketing and Event Management Team, assist with the delivery of the events and activities including presentations, tours, coordination of community visits and attendance at council public presentations and community consultations.
- Responsible for maintaining up to date product knowledge of council programs, and policies
- To liaise with relevant business units including Media and Communications to contribute to the communications strategies of the council strategic plan.

Key Selection Criteria

- High level interpersonal and verbal communication skills;
- The ability to build and maintain effective internal and external relationships and maintain networks;
- Proven ability to liaise and negotiate with stakeholders to achieve successful outcomes;
- Proven ability to work autonomously and contribute to team goals;
- Highly developed organisation and project management skills;
- Demonstrated understanding about the role of marketing and student recruitment in a tertiary education environment;
- High level product knowledge.

Qualifications

A tertiary qualification in marketing and/or public relations and/or relevant work experience.