



Position Description

Marketing Officer, South Melbourne Market

The City of Port Phillip celebrates a vibrant and diverse work environment and community, which includes people of Aboriginal and/or Torres Strait Islander background, people of diverse sexual orientation and gender, people from culturally and linguistically diverse backgrounds and people of varied age, health, disability, socio-economic status, faith and spirituality. Employees are able to develop both professionally and personally whilst planning and delivering a range of important services and programs to the community.

POSITION TITLE:	Marketing Officer
AWARD CLASSIFICATION:	Band 6
DEPARTMENT:	South Melbourne Market
DIVISION:	City Growth & Organisational Capability
DATE APPROVED:	December 2021
APPROVED BY	Manager, City Growth & Organisational Capability

ORGANISATIONAL RELATIONSHIPS:

REPORTS TO:	Marketing Coordinator, South Melbourne Market
SUPERVISES:	N/A
INTERNAL LIAISONS:	Council Employees and Managers, Executive Team and Councillors
EXTERNAL LIAISONS:	Traders, contractors, suppliers and consultants.

POSITION OBJECTIVES

The Marketing Officer role will be responsible for overseeing and managing South Melbourne Market's digital communication channels including websites, social media channels and e-newsletters and assisting the Brand & Strategy Team with marketing and events initiatives.

KEY RESPONSIBILITY AND DUTIES

- Generate and manage content for South Melbourne Market's websites – South Melbourne Market and South Melbourne Market Direct
- Content creation, measurement and management of Market's social media platforms – Facebook, Instagram and Twitter



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- Creation and distribution of external and internal e-newsletters
- Support with marketing initiatives, campaigns and communications
- Support with onsite events, activities and entertainment program
- Identify ways to increase engagement through current and new digital communication channels and strategies
- Use analytics to optimise user journeys and promote engagement
- Provision of exceptional customer service by contributing positively to each shopper's, trader's and supplier's experience at the Market by building relationships, establishing needs, solving problems and taking responsibility for each enquiry, service request, complaint and dispute personally received.
- The employee may be required to work some weekends.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- The Marketing Officer is accountable directly to the Marketing Coordinator, South Melbourne Market in relation to all marketing and communications related matters.
- The Marketing Officer will be responsible for carrying out assigned duties and dealing with Market traders, the public, other CoPP staff and Market contractors within the bounds of Market objectives and budgets subject to professional and regulatory review.
- The Marketing Officer will be responsible on a day-to-day basis for managing digital content and communications for the Market.

JUDGMENT AND DECISION MAKING

- Take initiative, make decisions with some autonomy and make recommendations to the Market team on improving processes.
- Guidance and advice is available through the team and there will be some autonomous work and some periods of limited supervision.

SPECIALIST SKILLS AND KNOWLEDGE

- Demonstrated capacity to write and produce content for a range of audiences and mediums.
- Knowledge and practical experience with social media channels, content creation, management and user engagement.
- Ability to work with website content management systems and marketing programs (Umbraco, Magento, Vision 6 and Adobe Creative Suite)
- Knowledge of Google Analytics and ability to read analytic data, improve website performance and report on insights to management
- Experience dealing with multiple stakeholders.
- Highly organised with the ability to prioritise and meet deadlines.
- High level of accuracy and attention to detail.
- Excellent relationship management, stakeholder management and collaboration skills.



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MANAGEMENT SKILLS

- Ability to manage time, priorities and planning of own work to achieve specific goals and objectives.
- Take initiative, work with limited supervision, have strong organisational and time management skills and work with a high degree of flexibility.

OCCUPATIONAL HEALTH & SAFETY

- Take every reasonably practicable step to ensure your health and safety, and the health and safety of all others that may be affected by your work
- Comply with all relevant legislation and regulation, as well as City of Port Phillip policies and procedures and reasonable work instructions
- Ensure that all hazards, unsafe conditions, incidents and near misses are reported promptly and within set timeframes
- Participate as appropriate in an early and safe return to work program after a workplace injury
- Participate in the improvement of health and safety, including incident investigations and risk management processes
- Maintain knowledge of OHS issues relevant to your work

INTERPERSONAL SKILLS

- Highly developed interpersonal and written communication skills to deal with all levels of internal and external stakeholders.
- Provide high quality customer service to traders, customers and stakeholders in a friendly, positive, mature and confident manner.
- Ability to gain co-operation as well as demonstrated ability to negotiate successful outcomes with external contractors and traders.
- An ability to respond positively to challenges and people and contribute effectively in a small team environment.

QUALIFICATIONS AND EXPERIENCE

- **Academic:**
 - Tertiary qualification in digital marketing, communications or marketing or minimum of three years relevant experience.
- **Experience:**
 - Experience in digital marketing or marketing role in a retail environment or similar.
 - Demonstrated experience in content management systems for websites
 - Social Media management, scheduling posts, creating content, increasing engagement with audience.
 - Experience dealing with multiple stakeholders in a fast-paced environment.



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- Running reports and analysing trends

CHILD-SAFE STANDARDS

- Maintain a child safe culture at the City of Port Phillip by understanding and activating your role in preventing, detecting, responding and reporting suspicions of child abuse to the relevant authorities by adhering to relevant City of Port Phillip policies and relevant legislation.

SECURITY REQUIREMENTS AND PROFESSIONAL OBLIGATIONS

Pre-employment screening will apply to all appointments

Prior to a formal letter of offer, preferred applicants will be asked to provide:

- Evidence of mandatory qualifications/registrations/licences,
- Sufficient proof of their right to work in Australia, and
- Sufficient proof of their identity
- Evidence of COVID-19 Vaccination in line with CHO Direction
- Complete a National Police Check completed via City of Port Phillip's Provider

KEY SELECTION CRITERIA

- A relevant tertiary qualification with experience in a digital marketing or marketing role in a retail environment or similar paced environment.
- Highly developed CMS knowledge with the ability to easily understand the back end of websites.
- High level administration, copywriting and organisational skills with a high level of attention to detail and strong analytical skills and political astuteness.
- A proven track record of managing social media channels including content creation, campaign management and reviewing and reporting on insights.
- Experience dealing and negotiating with various stakeholders in a complex and high-profile environment, with excellent interpersonal skills.
- Demonstrated understanding of digital marketing and communications platforms; the ability to understand different audiences, and to find and use data to develop recommendations.