



Position Details

Position title:	Marketing & Business Development Officer
Award Classification:	Band 6
Department:	Family Youth & Children
Division:	Community Wellbeing
Date Approved:	October 2026
Approved By:	Manager Family, Youth & Children

Organisational Relationships:

Reports To:	Head of Education & Care Services
Supervises:	N/A
Internal Stakeholders:	Council Employees and Managers, Executive Team and Councillors
External Stakeholders:	Residents, members of the public, government representatives, Statutory Authorities, clients, suppliers, consultants and Contractors.

Position Objectives

The Marketing & Business Development Officer supports increased utilisation, community engagement and the effective operation of Council's education and care services through the development and delivery of targeted marketing, communication and business development initiatives. The role provides specialist advice, analysis and insights to inform decision making, ensuring services remain responsive to community needs, market conditions and emerging opportunities while enhancing customer experience and service accessibility.

Key Responsibilities and Duties

- Design and implement marketing, communication and engagement activities to promote Council's education and care services and increase utilisation.
- Undertake market research and data analysis to identify trends, community needs, and opportunities to strengthen service demand and positioning.
- Lead the development and ongoing management of a consistent service brand, ensuring alignment with Council priorities and local community expectations.
- Provide specialist advice to service leaders on strategies to improve utilisation, reputation and customer experience.
- Review, improve and support administrative systems and processes (including enrolments and waitlists) to ensure they contribute to efficient access, positive customer experience and brand outcomes.
- Monitor and evaluate marketing and business development initiatives, using data and insights to refine approaches and support continuous improvement.

Accountability and Extent of Authority

- The quality, effectiveness and timeliness of marketing and business development initiatives that influence service utilisation.
- Providing specialist advice and recommendations to service leaders and management.
- Contributing to policy and process improvements relating to enrolments, customer experience and service access.
- Responsible for identifying and implementing marketing, engagement and business development initiatives that influence service utilisation, customer experience and community awareness.
- Operating with a moderate degree of autonomy, within clear organisational objectives and frameworks, with outcomes subject to review by more senior roles.
- Decisions impacting service utilisation, customer experience and operational effectiveness, with broader strategic direction set externally.

Judgement and Decision Making

- The role requires analytical and investigative work, using data, research and insight to inform marketing and service decisions.
- Work requires the analysis and interpretation of market trends, service data and community insights to develop and adapt strategies that improve utilisation, customer experience and service performance.
- Problem solving includes developing practical solutions to improve utilisation and access, with guidance available where required.



Specialist Skills and Knowledge

- Demonstrated expertise in marketing, communications, customer engagement and business development principles, with the ability to apply these in a community service environment.
- Ability to analyse service, demographic and market data to identify trends, opportunities and risks, and translate insights into practical initiatives and recommendations.
- Understanding of service delivery environments, including the integration of administrative systems (e.g. enrolment and waitlist processes) with customer experience.
- Understanding of organisational objectives and the broader community, social and service delivery context in which Council services operate.

Management Skills

- Ability to plan, prioritise and manage multiple projects and initiatives within agreed timelines.
- Strong organisational and project management skills to coordinate activities across services and stakeholder groups and deliver agreed outcomes.
- Capacity to plan and implement initiatives within established resources, timelines and organisational priorities.
- Ability to balance competing priorities and stakeholder expectations while delivering multiple concurrent initiatives.

Interpersonal Skills

- Ability to build relationships, influence decision making and gain commitment from stakeholders to support service utilisation, customer experience and business improvement outcomes.
- Strong written and verbal communication skills, including the ability to develop marketing content, prepare reports and present insights and recommendations to diverse audiences.
- Capacity to liaise with internal teams and external providers to deliver coordinated outcomes.

Qualifications and Experience

- Relevant tertiary qualification in marketing, communications, business or a related discipline (or equivalent experience).
- Experience in marketing, communications, business development or service promotion.
- Demonstrated experience in data analysis, customer insights or service improvement initiatives.

Mandatory Requirements

- Current Employee Working with Children Check
- National Police Check
- Right to work in Australia

Child-Safe Standards

- Maintain a child safe culture at 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.

Occupational Health and Safety Responsibilities

- All employees of City of Port Phillip are responsible for maintaining and ensuring the OHS programs in their designated workplace as required by the Occupational Health and Safety Act 2004. Where applicable this includes taking every reasonably practicable step to ensure the health and safety of employees, contractors, visitors, and members of the public through identifying hazards, assessing risk, and developing effective controls within the area of responsibility and by adhering to relevant City of Port Phillip policies and legislation. Our leaders are responsible for championing and enhancing safety in our organisation.

Diversity and Equal Employment Opportunity

- The City of Port Phillip welcomes people from diverse backgrounds and experiences, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds, LGBTIQ+, people with disability, as diversity and inclusion drives our success. Our leaders are responsible for championing and enhancing diversity and inclusion in our Organisation and City.

Security Requirements and Professional Obligations

Support Council's business continuity, emergency management and municipal recovery activities when required.

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
- Sufficient proof of their identity.
- Complete a National Police Check completed **via** City of Port Phillip's Provider.



- Evidence of a Working with Children Check (employee type with City of Port Phillip registered as the organisation).

Key Selection Criteria

- Experience in marketing, communications or business development, preferably in a community or service delivery context.
- Demonstrated ability to analyse data and market trends to inform decision-making.
- Proven capacity to design and implement effective marketing and engagement strategies.
- Strong understanding of customer experience and service accessibility, including administrative systems such as enrolments or waitlists.
- Excellent communication and stakeholder engagement skills.
- Ability to work autonomously and contribute to continuous improvement initiatives.

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.