



Position Details

Position title:	Marketing and Events Officer, South Melbourne Market
Award Classification:	Band 6
Department:	South Melbourne Market
Division:	Organisational Capability and Experience
Date Approved:	October 2025
Approved By:	Executive Director, South Melbourne Market

Organisational Relationships:

Reports To:	Marketing Coordinator
Supervises:	NA
Internal Stakeholders:	Council Employees and Managers, Executive Team and Councillors, South Melbourne Market Committee
External Stakeholders:	Market traders and their representatives, Residents, members of the public, government representatives, statutory authorities, clients, suppliers, consultants, contractors and community groups.

Position Objectives

- Coordination of onsite activations and events at South Melbourne Market
- Assistance with coordinating and implementing the marketing plan for South Melbourne Market

Key Responsibilities and Duties

- Assist with the coordination and implementation of marketing initiatives for South Melbourne Market including:
 - Developing and managing content for the Market's communication channels including social media, website, e-newsletters, onsite signage and print collateral

- Writing graphic design and content briefs for promotional activities and events
- Distribution of marketing material throughout the Market, including posters, brochures and signage
- Coordination of filming and photography onsite
- Development and implementation of the Market's annual event calendar and coordination of onsite activations, programming and events including:
 - Ride2Work Day
 - Community Space
 - School Holiday Programs
 - A Foodie Affair series
 - Christmas and Easter celebrations
 - Annual Trader Get Together
 - Third party events and activations (eg. Traders, sponsors and partners)
- Provide advice and support to Market traders in relation to events, activations, marketing, communications and customer experience.
- Provision of exceptional customer service by contributing positively to each shopper's, trader's, 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 will be required to work on rostered weekend days (approx. one every month) and may be required to work evenings, or additional hours to cover events as required.
- Other duties as required

Accountability and Extent of Authority

- The Marketing and Events Officer will be responsible for carrying out assigned duties and dealing with Market traders, the public, other CoPP staff, suppliers and Market contractors within the bounds of Market objectives and budgets subject to professional and regulatory review.
- Use judgement, consult and make decisions about priorities, content, quality and deadlines in the context of competing pressures and a dynamic and complex environment.
- Undertake basic financial and administration tasks including but not limited to raising purchase orders, budget management, ticketing, reconciliation and reporting.

Judgement and Decision Making

- Take initiative, make decisions with some autonomy and make recommendations to the Market team on improving processes, customer experience and business decisions

- Guidance and advice are available through the team and there will be some autonomous work and periods of limited supervision.

Specialist Skills and Knowledge

- A proven track record of implementing events, projects and marketing activities on brief, on time and on budget.
- Experience in event planning, delivery and management with the ability to coordinate multiple stakeholders, develop an event plan, manage an event site, coordinate suppliers and resolve issues.
- Demonstrated ability to oversee the design and production of marketing collateral, event materials and signage.
- Well-developed digital marketing, social media and content marketing skills.
- Demonstrated experience in copywriting with strong attention to detail.
- Experience in managing suppliers and costing projects.

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.
- Schedule tasks and priorities and resolve day-to-day issues and problems within established policies and procedures.

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 marketing, event management or business or a minimum of three years relevant experience.

Experience:

- Experience in event management with the proven ability to activate large and small scale events.
- Implementation of events, projects and marketing activities on brief, on time and on budget.
- Demonstrated experience overseeing the design and production of marketing materials.
- Experience dealing with all levels of internal and external stakeholders.
- Experience managing suppliers and costing projects.
- Proficiency in the use of Microsoft Office programs, booking systems and financial and record management systems.

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.
- South Melbourne Market employees are required to undertake Chief Warden and First Aid training (provided through the employer).

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

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

- Tertiary qualifications in marketing, event management or business or a minimum of three years relevant experience.
- Highly developed communication skills to deal with all stakeholders and the proven ability to successfully influence and negotiate positive outcomes and develop strong relationships with stakeholders.
- Experience in event management with the ability to assist in designing and activating large and small scale events, work under pressure and coordinate multiple stakeholders to achieve success.
- Experience in digital marketing, social media and content marketing.
- High level communication and organisational skills with a high level of attention to detail and strong analytical skills.
- Excellent interpersonal skills with demonstrated self-confidence, flexibility, positivity, personal leadership and ability to be an integral part of a small team.



Position Description

PD Marketing and Events Officer, South Melbourne Market, October 2025

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.

Our values

Working together
Performance

Creative and strategic thinking
Courage and integrity

Personal growth
Accountability, Community First