



Position Details

Position title:	Marketing Lead – Arts, Festivals and Events
Award Classification:	Band 7
Department:	City Growth and Culture
Division:	City Growth and Development
Date Approved:	April 2025
Approved By:	Executive Manager City Growth and Culture

Organisational Relationships:

Reports To:	Coordinator Visitation and Festivals Marketing
Supervises:	n/a
Internal Stakeholders:	City Growth and Culture leadership team, Council officers, Councillors
External Stakeholders:	Port Phillip community, residents, tourism bodies, local traders and trader associations, arts and entertainment bodies

Position Objectives

- Audience development and engagement for the City Growth and Culture Department's programs and initiatives including a range of festivals, events, and arts and cultural programming.
- Coordinate marketing, communications and branding activity for Council's arts, festivals, and events.
- Lead audience development, coordination, implementation, and continuous improvement of Festival marketing channels including all social media platforms, EDMs and websites.

Key Responsibilities and Duties

- Lead the development and delivery of marketing campaigns for the Department's arts, festivals and events programs and initiatives, including but not limited to advertising, printed programs, collateral, signage, websites, EDMs and social media.

- Develop, implement and execute marketing strategies and plans for the Department's programs and initiatives, across paid, owned and earned communication channels.
- Management of external service providers such as public relations, design and web agencies, photographers, and other content providers, as required.
- Copywriting and coordination of content for arts, festivals and events marketing campaigns and initiatives.
- Facilitate ticketing processes as required.
- Coordinate market research initiatives and operations.
- Marketing campaign performance tracking, analysis, and post-campaign reporting.
- Other marketing and communications duties as required.

Accountability and Extent of Authority

- Manage marketing, promotional and publicity expenditure within set budgets.
- Accountable for the delivery of marketing content that is timely, relevant, and accurate.
- Responsible for executing marketing and communication strategies and plans for Council's arts, festivals, and events programming.
- Responsible for ensuring accuracy and suitability of marketing materials and provision of information to stakeholders and the general public.
- Responsible for providing operational support and specialist marketing advice on communications and promotional projects, subject to regulations and policies, and under regular supervision.
- As a member of the City Growth and Culture department, share responsibility for the delivery and promotion of organisational and departmental priorities and contribute to policy development.
- Accountable for providing training and support to new team members and colleagues across the organisation who are working in marketing and related areas.

Judgement and Decision Making

- Make decisions on editing and publishing social media, email marketing and web content, through applying appropriate guidelines and standards.
- Undertake research and apply strong analytical skills, knowledge, and experience to produce high quality marketing communications and sound organisational outcomes.
- Apply political nous and astute ability to navigate and negotiate roadblocks to achieve results.
- Use judgement, consult, and make decisions about priorities, content, quality, and deadlines, in the context of competing pressures in a dynamic and complex environment.
- Make decisions and recommendations on operational matters with a high level of autonomy seeking advice from the Coordinator Visitation and Festivals Marketing as appropriate.
- Taking a global view of the organisation, make decisions that highlight organisational priorities and identify and mitigate potential risks, particularly on social media platforms.

- Monitor and evaluate performance of marketing and communication campaigns (paid and organic), using analytics to review content effectiveness, provide insights and recommend improvements.

Specialist Skills and Knowledge

- Relevant understanding of and experience in marketing and communications principles and strategies.
- Relevant marketing experience in the arts, festivals, events, film, or music industries.
- Ability to think creatively about marketing opportunities and apply best practice marketing tactics and approaches, to appropriately engage and influence our diverse audiences.
- Excellent verbal and creative, effective written communication skills, including the ability to write and create content for a broad range of audiences, styles, and mediums.
- Ability to generate great ideas and react quickly to leverage opportunities to create distinctive and engaging content that enhances and promotes Council programs and events.
- Advanced understanding and proven experience in the planning and delivery of marketing campaigns and content strategies.
- Ability to deliver all marketing campaign elements across all platforms and media.
- Ability to use analytics to review content and campaign effectiveness and provide insights and recommendations for improvements.
- Experience in planning, delivering, measuring, and reporting on the effectiveness of marketing campaigns.
- Strong commitment to the highest standards of customer service and attention to detail.
- Advanced skills in managing customer and stakeholder relationships.
- Demonstrated skills in Adobe Suite (Illustrator, Photoshop and InDesign) is highly regarded, together with high level computer literacy.

Management Skills

- Apply strong forward planning skills to schedule, progress and strategically manage projects and to influence others to meet organisational deadlines and expectations.
- Ability to work on multiple projects simultaneously, organise workload and communicate and negotiate with others to balance competing priorities.
- Ability to manage own time and priorities, work under pressure and meet deadlines.
- Ability to work cooperatively as part of a cross-functional team, as well as ability to work unsupervised.
- Plan, arrange and organise work for self and others and supervise others as required.

Interpersonal Skills

- Demonstrated experience working in a cross-organisational context and an ability to communicate and develop rapport with, gain cooperation and influence others, and build positive, constructive working relationships with stakeholders at all levels.
- Able to actively listen, generate ideas and involve others; facilitate, negotiate, collaborate, be responsive and influence outcomes.
- Demonstrate flexibility and resilience to meet the challenges of a fast-paced, complex, sometimes challenging and often changing organisational environment.
- Demonstrated ability to work constructively and collaboratively as part of a team in a busy environment as well as working effectively with minimal supervision.

Qualifications and Experience

- **Qualifications:** Degree or diploma in Marketing or other relevant formal qualification with several years' experience, or lesser formal qualifications with extensive relevant industry experience.
- **Experience:**
 - o Demonstrated experience in marketing, including marketing strategy and campaign development, and creation of content for, moderating and monitoring social media.
 - o Experience in planning, implementing, and measuring the effectiveness of marketing campaigns including paid advertising across a broad range of communication channels.
 - o Demonstrated experience working in a cross-organisational context and an ability to build positive and constructive working relationships with stakeholders at all levels.

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

Pre-employment screening will apply to all appointments.

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

- Evidence of qualifications
- 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

- Demonstrated marketing experience in the arts, festivals, events, film or music industries.
- Degree or diploma in marketing or other relevant formal qualification with several years' experience, or lesser formal qualifications with extensive relevant industry experience.
- Excellent written and verbal communications skills, with demonstrable experience in writing and editing for a variety of audiences in a range of mediums, with an emphasis on digital channels, plus the ability to organise and edit content and provide direction.
- Proven understanding of and experience using social media and email marketing in a professional context, along with experience in website coordination and maintenance.
- Experience in planning, implementing, and running paid digital campaigns and campaign performance reporting, including assessing and interpreting data using Google Analytics, Facebook Insights, and similar reporting tools.
- Demonstrated ability to work flexibly, effectively, and cooperatively as part of team in a demanding, fast-paced work environment with competing priorities and timelines. Ability to maintain multiple tasks in high pressure situations and deliver these on time and budget.
- Experience in the operational procedure of local government or similar organisations.



Position Description

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- Experience in Adobe Suite (Illustrator, Photoshop, and InDesign) highly regarded, together with a high level computer literacy.

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