



Position Details

Position title:	Marketing Coordinator, South Melbourne Market
Award Classification:	Band 7
Department:	South Melbourne Market
Division:	Organisational Capability and Experience
Date Approved:	June 2024
Approved By:	Executive Director, South Melbourne Market

Organisational Relationships:

Reports To:	Head of Marketing and Customer Experience, South Melbourne Market
Supervises:	Marketing and Events Officer, South Melbourne Market
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, partners, media, suppliers, agencies, consultants and contractors

Position Objective

Develop, manage and implement the marketing and communications plan for South Melbourne Market in line with the Market's Strategic Plan and Marketing & CX Strategy.

Key Responsibilities and Duties

- Manage the Market's internal and external marketing and communications functions including the development, implementation and reporting of the annual Marketing Plan, including but not limited to;
 - Website maintenance and content management
 - Social media strategy and management
 - Electronic communications



- Campaign development and delivery
- Management of all aspects of advertising (planning, buying, briefing and creative concept development)
- Market research, customer insights and analytics
- Publicity and media liaison
- Onsite branding and signage
- Onsite activations, events and celebrations
- Lead the creative and strategic marketing direction of the Market in collaboration with the Head of Marketing and Customer Experience.
- Plan, develop and deliver initiatives, events and partnerships that raise brand awareness; engaging with target markets and achieve business objectives.
- Management of annual marketing budget.
- Regular reporting on marketing initiatives at South Melbourne Market Committee meetings as required.
- Provide input as part of the Market Management team into the innovation of the Market and improvements to the customer journey and experience.
- Provide advice and support to Market traders in relation to marketing, communications, events and customer experience.
- Undertake first aid and warden training and provide the related support onsite if required.

The employee will also be required to work on a rotating weekend roster (approx. one weekend day every six weeks) and may be required to work evenings or weekends to manage events.

Accountability and Extent of Authority

- The Marketing Coordinator 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.
- Provide leadership to, and supervision of, the Marketing and Events Officer.
- Use judgement, consult and make decisions about priorities, content, quality and deadlines in the context of competing pressures and a dynamic and complex environment.
- Responsible for accuracy and suitability of marketing and communications to a wide range of stakeholders and the general public.
- Undertake financial and administration tasks including but not limited to raising purchase orders, planning and managing an annual budget and finance reporting and reconciliation.

Judgement and Decision Making

- Undertake research and apply strong analytical skills, knowledge and experience to produce high quality communications and sound organisational outcomes.
- Apply political nous and astute ability to navigate and negotiate roadblocks to achieve results.



- 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 Market team and wider Council. There will be some autonomous work and periods of limited supervision.

Specialist Skills and Knowledge

- Extensive experience in a marketing role developing integrated marketing and communication campaigns in a retail or similar fast-paced environment.
- A proven track record of implementing successful multi-channel marketing campaigns on brief, on time and on budget.
- High level copywriting and content creations skills with strong attention to detail.
- Ability to lead and drive ongoing improvements to digital processes, including timeframes, workflow and always keeping up to date with technology advances within the social media and digital space.
- Experience in identifying target audiences and devising campaigns that engage inform and motivate.
- Experience in managing and analysing customer insights, market research, competitors and digital analytics.
- Experience in managing suppliers, developing clear briefs and costing projects.
- Experience in setting, managing and reporting on annual budgets.

Management Skills

- Ability to manage time, priorities and planning of own work as well as of other direct staff and other employees to achieve specific goals and objectives.
- Project management skills, with the ability to coordinate suppliers and stakeholders to deliver initiatives on time, on budget and on brief.
- Take initiative, work with limited supervision, have strong organisational and time management skills and work with a high degree of flexibility.
- Leadership skills and experience in staff supervision and management.
- 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 Market 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:**
 - A tertiary degree in a relevant field
- **Experience:**
 - Experience in a senior marketing or communications role in a retail or similar, fast paced environment.
 - Experience dealing with multiple levels of internal and external stakeholders with differing priorities and needs.
 - Demonstrated experience overseeing the design and production of marketing materials.
 - Experience managing suppliers and costing projects.
 - Proficiency in the use of Microsoft office programs 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.

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

- Extensive experience in marketing and/or communications role/s.
- Project management skills, with experience in developing and delivering successful multi-channel marketing campaigns and initiatives on time and on budget.
- Well-developed digital marketing and content creation skills, with experience managing website CMS, eDM, Google Analytics and Meta.
- Experience managing all aspects of marketing campaigns (concept development, design briefs, creative roll-out, communications, advertising and campaign analysis) while maintaining brand integrity and alignment to business objectives.
- The ability to coordinate and manage multiple projects, work under pressure, and possess demonstrated self-confidence, flexibility, positivity, leadership and the ability to be an integral part of a small team.
- High level report writing, copywriting and analytical skills, with an ability to develop and adapt messages to different audiences and platforms.

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.