

Position Description

Marketing Officer

Position Title:	Marketing Officer	Directorate:	Executive Office
Position Number:	100097	Department:	Executive Office
Employment Status:	Full-Time	Position Type:	Indoor
Employment Type:	Permanent	Location:	374 Main Road, Glenorchy
Classification Structure:	Grade 4		
Reports to:	Coordinator Communications and Engagement		

PRIMARY PURPOSE:

The role of the **Marketing Officer** is to design, develop and coordinate activities that promote services and activities of Council and help to build a strong sense of connection and a positive image for Glenorchy. The position also initiates novel ways for community to engage with Council and helps Council staff with engagement initiatives.

ORGANISATIONAL REPORTING RELATIONSHIPS:

1. Internal:

- The **Marketing Officer** reports to the **Coordinator Communications and Engagement** for all operational and management matters.
- The role is a key contributor to the Executive Office Team and liaises with all employees of Council and Elected Members as directed and required.

2. External:

- The role will liaise with external stakeholders such as members of the public, ratepayers, community members, industry suppliers, service providers, visitors and contractors to the City of Glenorchy

Accountabilities And Responsibilities

Marketing and Promotion

- Oversee and coordinate marketing activities that promote Council services, programs, and events.
- Develop and implement integrated marketing and promotion plans aligned with Council's strategic objectives.
- Lead place marketing initiatives to strengthen Glenorchy's image and foster community connection.
- Create and manage marketing content across digital, print, and multimedia channels, including video.
- Undertake graphic design and maintain web content using relevant platforms and tools.
- Identify and leverage marketing opportunities across digital, traditional media, and in-person channels to reach diverse audiences.
- Collaborate with the Senior Communications Officer to align and enhance Council-wide marketing efforts.
- Work with the Economic Development Team to deliver a city marketing action plan, including development of a contemporary Glenorchy brand.

Community Engagement	<ul style="list-style-type: none"> ▪ Contribute to and support community engagement initiatives and activities specifically bespoke engagement opportunities. ▪ Support the design and coordination of creative community engagement initiatives to ensure Council receives broad representation from across Glenorchy’s diverse community. ▪ Support the delivery Council’s Community Engagement Framework and Action Plan and play role in the ongoing development of an engagement culture across the organisation. ▪ Undertake face to face and written communications with a wide range of internal and external stakeholders in relation to Council’s projects.
Teamwork and Collaboration	<ul style="list-style-type: none"> ▪ Collaborate with all council employees and proactively share knowledge to help build and maintain skills and capability. ▪ Perform duties in a manner that fosters cooperation and maintains positive working relationships with team members. ▪ Show respect for others and their viewpoints, contributing to an inclusive and respectful workplace culture. ▪ Deliver high-quality, compliant work and advice that earns trust and promotes respect from colleagues and the community. ▪ Work collaboratively with team members and stakeholders to achieve outcomes effectively and on time. ▪ Assist in the delivery of daily team operations, participating in team meetings, and allocating work tasks. ▪ Contribute to an inclusive workplace culture by respecting diverse perspectives and encouraging open, constructive communication ▪ Take ownership and responsibility for delivering activities that benefit the community and align with council goals, strategic and annual plans.
Customer Service	<ul style="list-style-type: none"> ▪ Represent the Council in a professional and positive manner ▪ Ensure that a high standard of customer service is maintained to both internal and external customers. ▪ Identify and contribute to opportunities for continuous improvement in service delivery.
Organisational Responsibilities	<ul style="list-style-type: none"> ▪ Actively participate in professional development and training activities and contribute to the achievement of individual performance objectives. ▪ Take ownership of work priorities to ensure tasks are completed accurately, efficiently, and to a high standard. ▪ Ensure all assigned work is delivered within agreed timeframes, budgets, and quality expectations. ▪ Support and promote a diverse and inclusive workplace culture that prioritises the safety and wellbeing of children, young people, the community, and employees. ▪ Employees may be required to perform additional duties that are within the scope of their skills, competencies, and training, consistent with their classification level. These duties may be undertaken across various areas of the Council, as directed, to support organisational needs and service delivery. ▪ This role may require reasonable after-hours activities and overtime when required by business needs.

Governance, Risk and Compliance	<ul style="list-style-type: none"> ▪ Undertake all activities in accordance with Council's code of conduct, values, policies, procedures, delegations and legal obligations. ▪ Comply with Work Health and Safety (WHS) policies, procedures and safe work practices. ▪ Promptly report hazards, incidents, injuries or unsafe practices in accordance with Council requirements. ▪ Ensure adherence to all relevant legislation, regulations, and organisational standards to maintain compliance with legal, safety, and certification requirements. ▪ Proactively identify areas of non-compliance and support the implementation of corrective actions. ▪ Maintain current knowledge and expertise in relevant fields, including awareness of industry best practices and updates to legislative and regulatory frameworks. ▪ Monitor compliance with applicable Acts, Regulations, and standards to meet legal and certification requirements, report non-conformances and implement corrective actions as needed. ▪ Participate in professional development and training activities and maintain up-to-date certifications and complete all mandatory compliance and training requirements.
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Key Selection Criteria	
Essential Qualifications	<ul style="list-style-type: none"> ▪ Relevant experience in a marketing role ▪ Relevant experience in graphic design, content creation and editing
Desirable	<ul style="list-style-type: none"> ▪ Brand development experience ▪ Tertiary qualification in marketing, communications, public relations, or a related discipline
Licences	<ul style="list-style-type: none"> ▪ Current registration to work with vulnerable people (RWVP) ▪ Drivers Licence (preferred but not essential)
Skills and Experience	<ul style="list-style-type: none"> ▪ Demonstrated experience in developing and delivering integrated marketing and promotion strategies, aligned with organisational objectives and delivering measurable outcomes. ▪ Proven ability to coordinate and implement multi-channel marketing activities, including digital, print, media, and events, to effectively engage diverse audiences. ▪ Strong content creation and digital capability, including graphic design, video production, and website/social media management using contemporary platforms and tools. ▪ Experience in place marketing and/or brand development, with the ability to enhance organisational reputation and community connection. ▪ Well-developed communication and stakeholder engagement skills, including the ability to collaborate across teams, build relationships, and support inclusive community engagement initiatives. ▪ Demonstrated organisational and professional capability, including the ability to manage competing priorities, deliver high-quality work within timeframes, and contribute to a collaborative, compliant, and customer-focused workplace.

Work Environment

Glenorchy City Council is a values-based organisation, committed to attracting, recruiting, and retaining individuals who uphold our values and actively contribute to the positive culture we aspire to build.

We are dedicated to maintaining high standards of performance in all areas, particularly in relation to Community, Work Health and Safety, Diversity, and Child Safety. All employees are expected to contribute to a safe and inclusive work environment by:

- Promoting and maintaining safe working conditions and practices.
- Supporting fair and equitable access to employment, promotion, training, and personal development.
- Actively working to eliminate workplace harassment and discrimination.
- Ensuring compliance and reporting obligations to safeguard children and young people.

The behaviours and performance standards expected of all Council employees are governed by our Code of Conduct, Workplace Values, Directives and guidelines.

Please note that Glenorchy City Council is a drug, alcohol and smoke-free workplace.

Our Values



WE RESPECT EACH OTHER

We respect the skills, knowledge and diversity of our team mates
Everyone is heard and is valued
We care for the well-being and safety of each other
We check in on each other without being prompted
Listening and being listened to matters



WE ARE TRUSTED

I've got your back and you've got mine
We do what we say we will
We are empowered
Have honest and open conversations
We are trusting and trustworthy
We learn from our mistakes and share what we learn



TOGETHER WE ARE BETTER

Robust and thoughtful decision making together
Solving important problems together
We reach out to others and across teams for help
We collaborate more and handball less
Share our skills and knowledge



WE DELIVER

We serve and stand up for our community
We knuckle down and focus on what matters
We are courageous and determined to find a way
We seek opportunities to continually improve outcomes and then we act on them

Our Culture

This is OUR WAY to achieve results through our people and teams to make Glenorchy a better place every day.

WE FOSTER AND MODEL A CULTURE WHERE:

We **RESPECT** others and their viewpoints as being as important as our own
We trust and are **TRUSTED** by each other
We know that by working **TOGETHER** we achieve better outcomes
We take personal responsibility, and together we **DELIVER** for our community

ACKNOWLEDGEMENT:

I have read and agree to abide by the requirements of this position description.

Employee Name:			
Employee Signature:		Date:	