

POSITION DESCRIPTION

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| POSITION TITLE | Recreation Facilities Marketing Officer |
| DIRECTORATE - SECTION | Office of the CEO – Customer & PR |
| LEVEL - EBA | 4 - Salaried |
| RESPONSIBLE TO | Coordinator Communications |

OUR VISION

Connected Communities, Valuing Nature and Creating our Future Together.

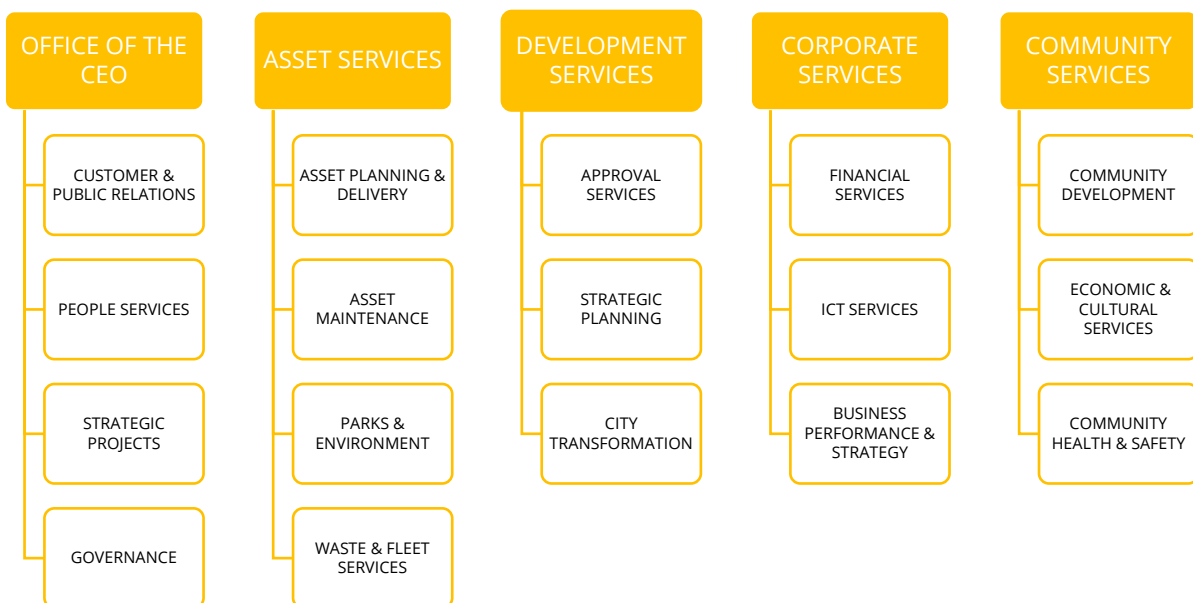
OUR SIMPLE GUIDING PRINCIPLES

Ensure everything we do will make Kalamunda socially, environmentally and economically sustainable.

OUR VALUES

- SERVICE** Provide excellent customer service at all times, through effective listening and understanding, in order to go beyond the commonplace when we serve others.
- PROFESSIONALISM** Maintain professionalism by upholding the corporate image, speaking carefully and acting quickly to ensure others know we are reliable, respectful and competent.
- QUALITY** Uphold quality and show initiative through clear thinking, planning mindfully, acting decisively, measuring carefully and regularly reviewing the goals to be achieved.

ORGANISATIONAL STRUCTURE & FUNCTIONS



THE OVERALL OBJECTIVE OF THIS POSITION

This position is responsible for the creation of advertising and promotional materials that encourage the community to use City of Kalamunda recreation facilities, programs and services. The position is also requiring high level customer service skills to assist patrons of the centres.

KEY RESULT AREAS

MARKETING

- Development of marketing materials that drive increased patronage of recreation facilities through a variety of media (social, website, print, face to face).
- Timely development of marketing materials including materials required at short notice.
- Work in collaboration with the City's Public Relations team to ensure compliance with branding and style.
- Develop and deliver information sessions for community or education groups.
- Develop methods of monitoring the effectiveness of marketing campaigns.

CUSTOMER SERVICE

- Provide professional level of customer service to internal and external customers in the development of marketing materials.

WORKPLACE HEALTH AND SAFETY

- Employees must take reasonable care for their own health and safety and that of others who may be affected by their actions or omissions.
- Comply, so far as they are reasonably able, with any reasonable instruction given by the City to allow the City to comply with WHS laws.
- Cooperate with any reasonable policy or procedure of the City relating to health or safety at the workplace.

WORKPLACE COMPETENCY

Uphold the City's values of Service, Professionalism and Quality and demonstrate behaviours that reflect the organisations values, supports cross functional teams and meets customer and organisational needs.

TRAINING/QUALIFICATION(S)

- A certificate, diploma, or bachelor's degree in marketing, communications or a related field.
- Alternatively, a relevant short course or certification in marketing or digital advertising would suffice for part-time roles.

ESSENTIAL KNOWLEDGE/SKILLS CRITERIA

- Experience using CANVA (or equivalent) and Mail Chimp for marketing activities.
- Experience using Microsoft Applications.
- Experience using Adobe Photoshop and InDesign.
- Understanding and use of Social Media platforms, in particular the advertising and promotion tools within them.

SELECTION CRITERIA

1. Experience in the development of marketing programs from concept through to delivery of materials.
2. Demonstrated ability to establish and maintain positive working relationships with a diverse range of stakeholders.
3. Demonstrated verbal and written communication skills with an ability to create marketing materials that achieve a positive outcome.
4. Demonstrated time management skills.
5. Demonstrated outstanding customer service skills.

PHYSICAL REQUIREMENTS

The City welcomes people with a disability to apply for this position. Reasonable workplace accommodations and aids are available as required.

- Ability to use computers to read, analyse and produce written materials.
- Hearing, vision and cognitive abilities required to engage with members of the public/stakeholders and other staff by phone, in person and in writing.
- Able to sit for extended periods of time.
- Cognitive and psychological abilities required to problem solve in a demanding administrative context (guidance for complex problem solving is available).

DIVERSITY

The City of Kalamunda is committed to and values the advantages and benefits that equity, diversity, and inclusion (EDI) brings to all its staff. The City seeks to integrate the principles of EDI throughout the organisation, to enrich our perspective, improve performance, increase community value, and enhance the probability of achievement of our goals and objectives.

DRIVERS LICENCE

1. Possession of a current 'C-A' (Automatic) or 'C' (Manual) class driver's licence allowing the holder to drive legally in Western Australia.

AGILITY

This position description reflects the City's requirements at a point in time and is subject to change. The City may modify this position description at any time, provided the skills, qualifications, competence and training remains within a reasonable range of the original position.

REVIEWED BY: Manager Customer & PR
DATE PD REVIEWED/APPROVED: 2 December 2024
