

Team work

We are a united team who works together towards a common goal.

Integrity

We are empowered and accountable when making decisions.

Excellence

We are committed to an exceptional customer experience.

Leadership

We are adaptable and responsive in our leadership.

Respect

We are respectful of our history and work together to build our future.

Marketing and Communications Officer – Harvey

Recreation and Cultural Centre (HRCC)

Our vision

Together, towards an even better lifestyle.

1. Position details

Directorate:	Executive	Level: 6 to 7
Reports to:	Manager Public Relations and Communications	
Supervision of:	Nil	
Significant Working Relationships:	Manager HRCC Marketing team CEO Recreation Centre staff Managers External stakeholders	

2. Position summary

Responsible for the development and delivery of effective marketing and communications strategies to a range of stakeholders that positively promotes the Shire's Harvey Recreation and Cultural Centre in the wider community. The role will develop, maintain and execute a range of marketing and communications activities to enhance the Harvey Recreation and Cultural Centre's image and brand identity.

3. Community strategic objectives



4. Our values

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5. Key duties and responsibilities

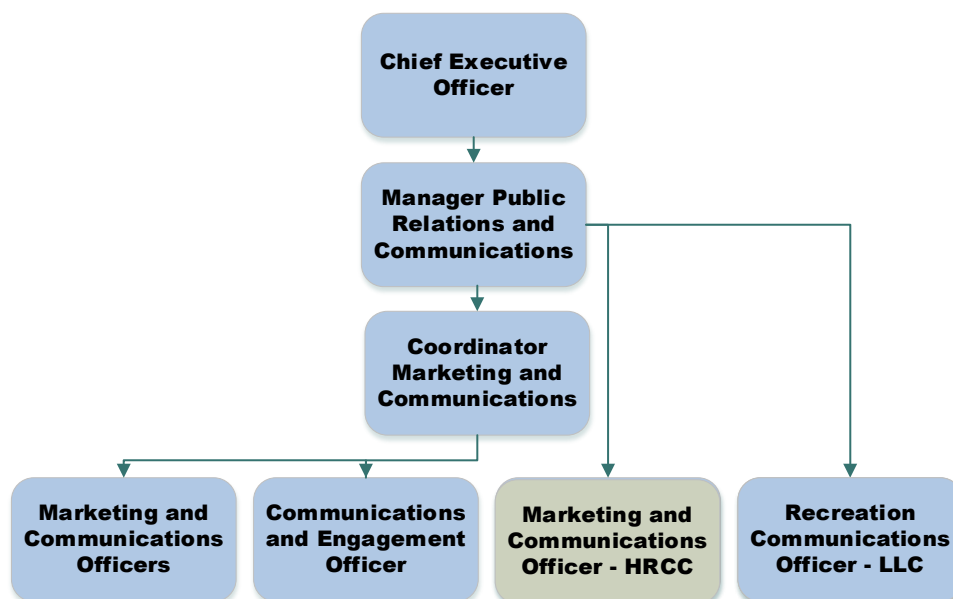
Key functions	Specific duties
Marketing	<ul style="list-style-type: none">• Develop and implement strategies to ensure the Harvey Recreation and Cultural Centre's brand and identity are reflected in all engagement activities, marketing campaigns and communications undertaken by the Shire.• Assist with the preparation and production of internal and external communications, advertising and marketing collateral for the Harvey Recreation and Cultural Centre.• Coordinate signage and advertising for the Harvey Recreation and Cultural Centre.
Communications	<ul style="list-style-type: none">• Work collaboratively with external stakeholders such as print production and media owners to execute communications material.• Manage the Harvey Recreation and Cultural Centre's website pages ensuring that they are maintained, operational and contain relevant and up-to-date information.• Manage the content of the Centre's social media platform as a communication tool and coordinate responses.• Manage and implement social media campaigns in line with goals of the Shire's Communications and Engagement Plan.
General	<ul style="list-style-type: none">• Maintain a photographic library for organisational use.• Attend recreation, cultural, community and civic events where required.• Prepare and maintain monthly reporting processes indicating progress against the measurable outcomes of the Communications and Engagement Plan.• Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.
Other	<ul style="list-style-type: none">• Reasonable duties commensurate with classification level.

	<ul style="list-style-type: none"> • National Crime Check. • Current “C” Class Drivers Licence.
Organisational	<ul style="list-style-type: none"> • Work in accordance with the Shire’s Work Health and Safety and risk management principles. • Work in accordance with the Shire’s defined Equal Employment Opportunity and Anti-discrimination legislation, procedures and principles. • Create and capture records of work activities in line with policies and procedures. • Contribute to ensuring a cohesive team approach where knowledge is shared and there is a demonstrated commitment to continuous improvement and self-development, and participate in annual performance appraisal. • Adhere to the Shire’s Code of Conduct, policies and management practices as amended from time to time. • Contribute to the attainment and development of strategic plan outcomes, strategies and actions.

6. Extent of authority

Position operates under the general direction of the Coordinator Marketing and Communications and Manager Public Relations and Communications and the Chief Executive Officer within established guidelines, procedures and policies of Council.

7. Your team



8. Position selection criteria

Essential

1. Appropriate tertiary qualifications in journalism/marketing or equivalent, or substantial experience in a similar role.
2. Previous experience in a similar role involving marketing, media and/or public relations.
3. Highly developed communications skills both written and verbal that result in effective and appropriate communication with a broad range of people internal and external to the Shire.
4. Highly developed computer skills including Microsoft programs, internal applications, proficiency in Adobe InDesign, Photoshop and Premiere Pro software, and website and social media management experience.
5. Proven ability to meet deadlines and to work autonomously to meet deadlines and multi-tasking requirements.
6. Well-developed skills in writing media releases and preparing promotional material.
7. Well-developed public relations skills and the ability to promote a positive image of the Shire's Recreation and Cultural Centres.
8. Highly developed knowledge in contemporary marketing and promotional strategies.
9. Experience in website and social media management.

Desirable

1. Previous experience in a local or state government.
2. Previous experience working in a recreation and/or cultural centre.