

## POSITION DESCRIPTION

<b>Position Title:</b> Marketing and Communications Officer	<b>Position Number:</b> EXEC-29
<b>Department:</b> Community Development	<b>Accountable to:</b> Head of Marketing
<b>Level and Step:</b>	<b>Salary Range</b>
<b>Responsible for the supervision of:</b> No direct supervisory responsibilities	



<b>Primary purpose of the position</b>	Provide a planned and informed approach to marketing and communications focused on delivering greater awareness, understanding and support for the City of Kalgoorlie-Boulder's programs, services, events and activities.
<b>Key accountabilities</b>	<ol style="list-style-type: none"> <li>1. Produce high quality content and maintain the City's digital and social media channels and assist in the development, implementation and coordination of associated strategies, activities, and initiatives.</li> <li>2. Contribute to the development and implementation of innovative and effective communication and marketing campaigns to support City facilities, programs and initiatives and improve their profile and operating potential.</li> <li>3. Plan, create and edit content for a range of purposes and audiences, including facilitating video production and photography</li> <li>4. Maintain and moderate conversations and feedback on social media channels.</li> <li>5. Work collaboratively with stakeholders and team members to support City of Kalgoorlie-Boulder's activities, events and promotions.</li> <li>6. Develop and implement marketing and communication campaigns and plans in support of the City's corporate and operational objectives.</li> <li>7. Liaise with a range of internal and external clients to provide strategic marketing advice and direction to City business units and staff.</li> <li>8. Monitor, evaluate and produce reports as required on the management and performance of marketing and communication activities and digital and social media channels.</li> <li>9. Adhere to corporate brand guidelines across all communications, including providing guidance and support to the City's various business units.</li> </ol>
<b>Judgement &amp; decision making</b>	<ol style="list-style-type: none"> <li>1. Respond promptly to instructions and where necessary seek clarification to ensure effective completion of work.</li> <li>2. Self-manage workload and apply good judgement and problem-solving skills to situations with guidance from the supervisor.</li> <li>3. Apply legislation and Council policy direction to decision-making with guidance from the supervisor.</li> <li>4. Work together effectively with supervisor/manager and team colleagues to develop efficient operational practices and standards.</li> <li>5. Be able to work well as part of a diverse team in a fast-paced environment.</li> </ol>
<b>Outcomes / Key Performance Indicators (KPI's)</b>	Will be developed in consultation with the successful candidate within four (4) weeks from commencement of position.

<b>Skills, knowledge &amp; capacity</b>	<ol style="list-style-type: none"> <li>1. Excellent written and verbal communication skills and the demonstrated ability to develop and implement a variety of promotional activities across multiple online and traditional channels.</li> <li>2. Ability to maintain productive relationships with internal and external customers at all levels including media outlets and suppliers.</li> <li>3. Experience in developing and implementing effective and engaging content marketing strategies across different digital channels.</li> <li>4. High attention to detail with demonstrated editing and proof-reading skills.</li> <li>5. Outstanding interpersonal skills to build effective relationships.</li> <li>6. High level of computer literacy.</li> <li>7. Experience using analytics tools, social media monitoring and the Adobe Creative Suite.</li> <li>8. Ability to take complex ideas and simplify them in messages audiences can understand and relate to.</li> <li>9. Tertiary qualification in journalism, communications or marketing or equivalent workplace experience (2 years minimum)</li> <li>10. Current satisfactory National Police Clearance;</li> <li>11. Current WA "C" Class driver's licence</li> </ol>
<b>City of Kalgoorlie-Boulder Values</b>	<p><b>Support</b> - We will support each and every team member to work together, build relationships and deliver greater outcomes for our organisation and our community.</p> <p><b>Respect</b> - We will treat our team members and our community with mutual respect and understanding.</p> <p><b>Fun</b> - We will promote and value work-life balance, and create an environment that is rewarding and fulfilling.</p> <p><b>Recognise</b> - We recognise and acknowledge all individuals and cultures and value their contributions to our organisation and the community that we serve.</p> <p><b>Connect</b> - We work as one organisation that communicates openly, and actively connects with our teams, community and stakeholders.</p>

## POSITION DESCRIPTION AGREEMENT

The above stated is intended to describe the general nature and level of work performed by the employee assigned. It is not designed to be interpreted as a comprehensive list of duties and responsibilities of the position. The City of Kalgoorlie-Boulder reserves the right to amend responsibilities as required to meet business and operational requirements.

I, the undersigned, agree that the above position description including the key accountabilities, decision making and outcomes/key performance indicators are accepted as appropriate for the position.

Employee Full Name  
(please print): \_\_\_\_\_

Employee  
Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Position COA number/s