



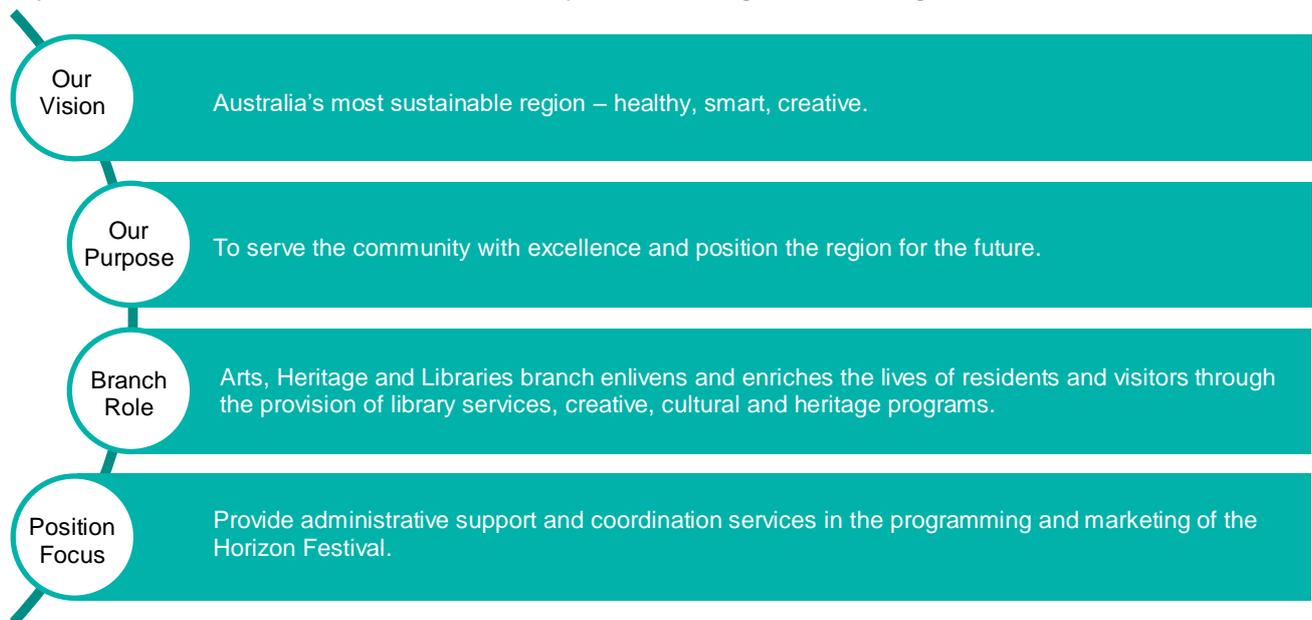
Position Profile

70100009 – Marketing Officer (Horizon) – Arts, Heritage & Libraries

About Council

The Sunshine Coast Council continues to take a lead role in shaping a prosperous future for our community through a vision to be Australia’s most sustainable region – healthy, smart, creative.

Sunshine Coast Council is one of the largest local governments in Australia, serving a community of more than 330,000 residents across an area of approximately 2,291 square kilometres. Council’s 2020-2024 Corporate Plan aims to deliver a smart economy, a strong community, a healthy environment, service excellence and an outstanding organisation. These objectives provide our community and our organisation with a line of sight to the programs, projects and services provided by council to residents, businesses and visitors across our region every day. Our employees’ passion and commitment to the region and their willingness to go above and beyond, is what sets Sunshine Coast Council apart as a local government organisation.



Our Values

Everything council does is underpinned by its values which define the culture of the organisation and the behaviours that shape our interaction with the community and each other.

Respect for each other in our working relationships

Being our best by continuing to learn, grow, challenge and change

Working as one team across the organisation and with our community

High standards in our conduct, service and governance

Service excellence for our customers and each other

Our Corporate Plan Goals

1. **A Smart Economy** – A prosperous, high-value economy of choice for business, investment and employment.
2. **A Strong Community** – In all our communities, people are included, treated with respect and opportunities are available to all.
3. **A Healthy Environment** – Maintaining and enhancing the region's natural assets, liveability and environmental credentials.
4. **Service Excellence** – Positive experiences for our customers, great services to our community.
5. **An Outstanding Organisation** – A high performing, innovative and customer-focused organisation marked by great people, good governance and regional leadership.

Position Summary

Position title	Marketing Officer	
Position number	70100009	
Reports to	Senior Marketing Officer – Horizon Festival	
Position type	Establishment	
Position Classification	Award Based - Queensland Local Government Industry Award (Stream A) – State 2017 – Level 2	
Group	Economic & Community Development	
Branch	Arts, Heritage and Libraries	
Team	Creative Arts and Events	
Employment area	Sunshine Coast	Locations Caloundra
Team leadership/ supervision	Not applicable	
Internal liaison	Supervisor, Manager, Coordinator, Team members and other Council employees.	
External liaison	Other Government Departments, Local Governments Authorities, Businesses, Community Groups and Community Members.	
Delegations	As per Council's Delegations of Authority relating to financial, administrative, human resource management, Workplace Health & Safety (WH&S) and environmental management responsibilities.	
Date last reviewed	13 January 2021	

Key Responsibilities

- Assist the Senior Marketing Officer with the creation and delivery of marketing campaigns and strategies, events and activities that promote Horizon Festival and other creative arts and events programs to the community
- Coordinate the Festival's social media content across owned and third party channels to engage and convert audiences, in line with current industry trends, including data analysis and reporting
- Coordinate content and oversee updates to the Festival's website to engage and convert audiences, in line with current industry trend, including data analysis and reporting
- Coordinate the Festival's e-news distribution, including data analysis and reporting
- Provide support to the Senior Marketing Officer and the Media Officer to identify and generate media opportunities for the Festival
- Assist with the implementation of data collection processes for Horizon Festival including, but not limited to, webpage analytics, social media reach and monitoring, audience participation and feedback
- Assist in the maintenance of strong positive relationships with relevant internal and external stakeholders and other creative arts and events programs with a focus on maximising opportunities for engagement with Horizon Festival

- Contribute to the preparation of reports and analysis to ensure Horizon Festival's projects and programs are meeting the organisation's goals, objectives and management targets
- Participate in the development of a healthy and safe workplace. Embracing initiatives, information and training and incorporating safety into all daily activities. Demonstrate safe work behaviours, abiding by procedures, identifying and reporting hazards, and contributing to all aspects of a safe workplace culture
- Such other relevant duties as required from time to time which would generally fall within the scope of this position

Key Requirements

Mandatory Requirements / Experience

- Minimum 2 years' experience in marketing, media or communications
- Demonstrated experience in social media management and the creation of digital and marketing content
- Superior written communication skills with experience in content production and creation
- Experienced in visual design, at a minimum (Photoshop, Illustrator, InDesign)
- Strong time management, work prioritisation and organisation skills with demonstrated ability to work both independently and interdependently to ensure work tasks are delivered on time and to a high standard
- Knowledge and experience in Microsoft Office based software
- Availability to work weekends and flexible hours to cater for the operational needs of the festival
- Current "C" Driver's Licence

Corporate Requirements

- Commitment to the agreed Sunshine Coast Council values and behaviours
- Compliance and adherence to Code of Conduct
- Participation in Performance Review and Planning
- Availability to work across council work locations
- Commitment to the Work Safe : Live Well 7 Safety Essentials

Be fit for work ▪ Look after yourself and others ▪ Manage risk - if it's not safe don't do it ▪
 Follow procedures and instructions ▪ Check all plant & equipment and be competent in its use ▪
 Use and maintain correct PPE ▪ Report all hazards, incidents and near misses.

Recruitment process

70100009 – Marketing Officer

Vacancy number	810
Contact person	Zoe Graham
Contact details	(07) 5420 8057

What to include in your application

Your written application should include:

- a covering letter detailing your suitability for the role in Council including your ability to fulfil the key responsibilities and requirements of the position, including details of any specific or mandatory qualifications – 2-3 pages maximum; and
- a current resume or curriculum vitae.

Submitting your application

- **External candidates:** submit online at <https://careers.sunshinecoast.qld.gov.au/>
- **Internal employees:** Online via PeopleHUB > Careers.
- Both PDF and Word documents are accepted file formats, with a preference for PDF.

Additional information

- Additional information for applicants is available at www.sunshinecoast.qld.gov.au
- A range of assessment methods may be used to assist selection, including psychometric testing and competency based testing on occasions.

Sunshine Coast Council is an equal opportunity employer that values cultural and physical diversity.

Through our [Reconciliation Action Plan](#), Sunshine Coast Council also supports social and economic opportunities for Traditional Owners, the Kabi Kabi and Jinibara people and the broader First Nations community and as such strongly encourages local, First Nations people to apply.