



SHIRE OF
HARVEY

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

Our vision

Together, towards an even better lifestyle.

1. Position details

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

2. Position summary

The Marketing and Communications Officer will play a vital role in promoting and enhancing the visibility of the Shire’s events, initiatives and facilities specifically the recreation and cultural facilities, (Leschenault Leisure Centre, Harvey Recreation and Cultural Centre, and Dr Peter Topham Memorial Swimming Pool). This position involves developing and implementing marketing strategies, creating engaging content, and fostering community relationships to increase participation and awareness of programs, initiatives and events as part of the Shire’s Corporate Marketing and Communications Team.

3. Community strategic objectives



Diversified
Economy



Connected
Communities



Protected Natural
Environment



Sustainable Built
Environment



Effective Civic
Leadership

4. Our values

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5. Key duties and responsibilities

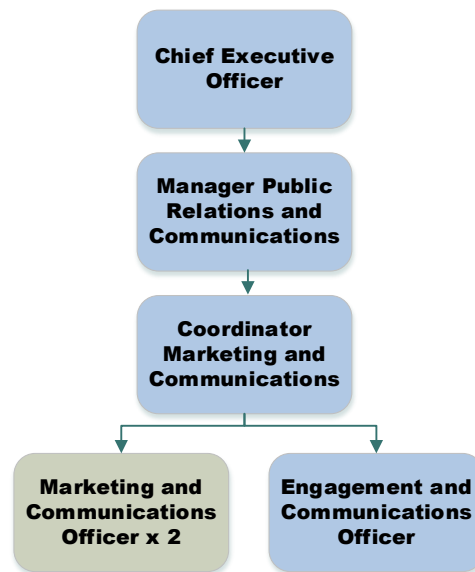
Key functions	Specific duties
Marketing	<ul style="list-style-type: none">• Design and execute annual marketing plans to promote all Shire events, initiatives, and facilities, specifically the Shire's recreation and cultural facilities.• Produce high-quality content for various platforms, including websites, social media, and flyers, and brochures, highlighting upcoming events, seasonal programs and initiatives.• Ensure consistent branding and messaging across all communication channels, reinforcing the Shire's mission and values.• Monitor and analyse the effectiveness of marketing campaigns, providing insights and recommendations for continuous improvement.• Deliver professional and effective marketing objectives ensuring these reflect industry trends and emerging technologies in line with the Shire's Communications and Engagement Plan.• Establish and maintain appropriate networks with other organisations and regional stakeholders to facilitate a co-operative approach to marketing the Shire's events, initiatives, and facilities.
Communications	<ul style="list-style-type: none">• Work collaboratively with external stakeholders such as print production and media owners to execute communications material.• Prepare draft media releases, media responses, radio announcements and online content for approval.• Coordinate the management of the Shire's recreation and cultural facilities' websites ensuring that they kept up-to-date inclusive of website design and content management.• Manage and grow the social media presence by creating engaging posts, responding to inquiries, and analysing performance metrics

	to ensure they are in line with goals of the Shire's Communications and Engagement Plan.
General	<ul style="list-style-type: none"> • Maintain a photographic library for organisation-wide use. • Assist and support with Corporate Marketing and Communications where required. • Attend recreation, cultural, community and civic events where required. • Implement resolutions of Council when required and report on progress. • Prepare and maintain monthly reporting indicating progress against the measureable 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. • 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.