

LOGAN CITY COUNCIL
POSITION DESCRIPTION

POSITION TITLE: Assistant Marketing Officer **DATE AUTHORISED:**

POSITION NO.: 3333 14/01/08

BRANCH: Community Engagement & Marketing

STREAM: Community & Customer Services

AWARD STREAM: Administration Services **DATE REVIEWED:**

LEVEL: 3/4 18/02/2008

ADVANCEMENT CRITERIA: Progression from Level 3 to Level 4 will be based on incumbent reaching top of Level 3 and a satisfactory outcome on a competency assessment.

POSITION OBJECTIVE:

To provide expertise in the development and implementation of marketing activities relevant to the implementation of Council's policies, research, development of advertising and marketing campaigns, and preparation of promotional activities. In addition, the provision of strategic advice and assistance in the development of internal and external marketing programs for other Branches as directed.

ORGANISATIONAL ENVIRONMENT:

Logan City Council is committed to developing Logan as "a City of opportunities for Families, Lifestyle and Business". Its mission is to strongly pursue this vision in partnership with its communities and other stakeholders.

OUR VALUES:

OUR VALUES

Service Excellence

We will treat our customers and colleagues with respect and fairness.
We encourage fun, teamwork and loyalty.
We will pursue continuous improvement in our service delivery.

Trust and Integrity

We behave with integrity and professionalism at all times.
We are trusted to exercise initiative and value new ideas.

Achievement

We serve our community and our colleagues to the best of our ability.
We recognise effort, innovation and achievement.

Responsibility

We accept responsibility for our actions and behaviour consistent with these values.

ORGANISATIONAL RELATIONSHIPS:

Reports to: Senior Marketing Officer
Internal Liaison: The Mayor and Councillors, CEO, Deputy CEO's, Managers, Line Supervisors and operational staff
External Liaison: Members of the public, community organisations, business, government and statutory authorities

POSITION TITLE: ASSISTANT MARKETING OFFICER

CORPORATE RESPONSIBILITIES:

Compliance with Council's Code of Conduct, Management Directives and attendant policies and procedures.

Commitment to Council's Corporate Plan.

Agreement that other employment or contract will not be undertaken which may represent a conflict of interest with Council activities or have a detrimental affect on the performance of the employee.

Comply with all workplace health and safety statutes, regulations, prescribed procedures, in particular the Queensland Workplace Health & Safety Act 1995 and LCC WH&S Directive PSM 020. Commitment to safe work practices instructions and rules. Use appropriate protective clothing and equipment

Commitment to Equal Employment Opportunity, Diversity and Merit principles.

Efficient and effective utilisation of resources as allocated under the level of responsibility for this position.

Conduct all business transactions in an ethical, friendly, efficient and professional manner.

Provision of quality customer service.

Delivering on the responsibilities of staff as detailed in Council's Certified Agreement.

Ensure all corporate information is captured within Council's business systems adhering to Recordkeeping policies and procedures.

POSITION-SPECIFIC KEY RESPONSIBILITIES:

Assist with the co-ordination of all Council marketing activities, including promotional strategies.

Maintain up-to-date lists of community representatives and organisations

Assist with the development of marketing and promotional campaigns based on market research.

Assist in developing and implementing marketing and communication programs in support of Council's corporate and operational objectives.

Assist in the organisation and coordination of promotional initiatives such as Local Government Week Open Day.

Assist with the development and management of sponsorship packages for Council events.

Assist with the maintenance of Council's International Relations Program.

Develop and maintain a Protocols Manual for Logan City Council.

Provide strategic advice to Council departments on advertising and marketing as directed.

Assist as required in the organisation, promotion and presentation of Civic Events.

Undertake any other duties as are reasonably within the limits of the employee's skills, competence and training.

POSITION-SPECIFIC ENTITLEMENTS/CONDITIONS: Nil

DELEGATED AUTHORITY AND ACCOUNTABILITY (in accordance with the Delegated Authorities Register):

The Marketing Officer shall be accountable to the Marketing Officer in respect of the following matters:

- Effective and efficient utilisation of resources as allocated under the level of responsibility of this position.
- The management of subordinate staff.
- The attainment of objectives as set for the Marketing Officer in a timely manner.

POSITION TITLE: ASSISTANT MARKETING OFFICER

EXTENT OF AUTHORITY:

This position operates under general direction and has the authority to act within defined established practices, and is free to act within clear objectives.

SELECTION CRITERIA:

1. A degree in Marketing, Communication, or similar from a recognised tertiary institution would be advantageous.
 2. Demonstrated substantial and successful experience in a marketing role.
 3. Demonstrated high level of written and oral communication skill, including an understanding of cross-cultural communication. Asian language skills, or willingness to learn, would be desirable.
 4. General marketing and communication skills essential. The ability to produce marketing plans would be well regarded.
 5. Possess the ability to think strategically and to develop action strategies and business plans with a marketing orientation.
 6. Present personally in a professional, confident, affable and diplomatic manner with a high level of grooming and deportment.
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POSITION DESCRIPTION AUTHORISATION

This position description is subject to change from time to time as Logan City's organisation may be developed or restructured. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.