

MARKETING & COMMUNICATIONS MANAGER, ADELAIDE CENTRAL MARKET AUTHORITY (POSITION DESCRIPTION)

Position Title:	Marketing & Communications Manager, ACMA
Responsible To:	General Manager – Adelaide Central Market Authority
Council Portfolio	Corporate Services
Council Program:	Adelaide Central Market Authority
Classification Level:	Salaried, Level 9

Overview of Portfolio

The Corporate Services Portfolio provides effective and efficient services and insights to strengthen and grow our organisational capability, and support a culture of accountability, transparency and innovation. Additionally, the Portfolio provides the key support functions to ensure Council's subsidiaries, the Adelaide Central Market Authority (ACMA) and Adelaide Economic Development Agency (AEDA), deliver their objectives in accordance with their respective Charters, and statutory requirements and obligations.

Overview of Program

The City of Adelaide recognises the important economic and cultural role of the Market and has established the Adelaide Central Market Authority (ACMA) to build a solid and sustainable foundation for the Adelaide Central Market's future. The role of Adelaide Central Market Authority (ACMA), as a subsidiary of City of Adelaide (CoA), is to oversee the management and operations of the Adelaide Central Market as a commercially sustainable, diverse, iconic, and unique fresh produce market.

More than 8 million people visit the world-renowned Adelaide Central Market each year. A community favourite since 1869, the fresh food and produce Market is making history again with a once-in-a generation development which will more than double the Market's current footprint with opportunities to extend the exceptional collection of fresh produce, specialty food, beverage retailers, dining experiences. It is the Authority's vision to be the world's leading food and produce market.

All ACMA staff are employees of the City of Adelaide and ACMA sits within the Corporate Services Portfolio, which supports a culture of accountability, transparency and innovation.

Key Relationships / Interactions

Internal	Employees across the ACMA Program, Chairperson and Board Members City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams Offices of the CEO and Lord Mayor Elected members Leadership team and nominated spokespersons
External	Market visitors Traders of the Adelaide Central Market and Trader Representative Committee Media Outlets & State Government Media Units South Australian Local Government Bodies Council partners, precinct and community organisations, ratepayers and the general public Social media users within the community Contractors and consultants including legal providers and Market Expansion suppliers External agencies and consultants (PR, Advertising)

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Primary Purpose

The Marketing & Communications Manager (Manager) will play a lead role in the development and delivery of retail customer experience, event, marketing branding, partnerships, public relations and communication strategies to achieve the outcomes established in the ACMA Strategic Plan and Business Plan. Reporting directly to the General Manager, the Manager will lead the Marketing and Customer Experience teams to the opening of the Market Expansion and beyond. This will include all readiness and transition activities linked to marketing, community and customer experience, to facilitate the growth of the Market, ensure a dynamic state of activation, enhance the reputation of the Market and attract more shoppers and visitors.

Responsibilities

The Marketing & Communications Manager is responsible for;

- Providing marketing expertise including strategic, creative and advisory input to the Board and General Manager to ensure that ACMA priorities are effectively met.
- Driving the strategic direction and implementation of all brand, marketing and event activity for the Adelaide Central Market Authority, and proactively identifying marketing opportunities to increase customer traffic, customer spend and retail sales.
- Acting as a change advocate, initiating and supporting innovative and creative programs that impact customer experience and overall business, as the Market transitions to its expanded form
- Managing resources (financial, human and physical) to ensure activities are delivered to plan, within timeframes, quality and budget, ensuring all procurement guidelines are followed and controls are in place to track all expenditure.
- Guiding research efforts, consumer insights and market intelligence to enable informed decision-making and deliver meaningful engagement and consumer focused marketing, branding and communications.
- Regularly reporting on the impact of marketing and communications activities on perception and customer experience
- Building strong working relationships with traders, local media, CoA Marketing team and other staff and other industry stakeholders including the development of strategic alliances and partnerships.
- Proactively communicating and working closely with traders to gain support and involvement in all marketing activities, events and promotions. This includes engaging with the traders Representative Committee about marketing reporting and planning requirements.
- Managing the Market brand and reputation to increase brand awareness and recognition, including public relations, media, and partnerships. Working with external agencies to manage all areas of PR, to gain maximum free publicity for all activities and events and position the Adelaide Central Market as a world leading food and produce market.
- Planning and delivering an annual promotions and event calendar for Market retail to drive customer traffic and retail spend.
- Working with the Creative Agency to ensure high quality marketing and brand materials for all campaigns and activities.
- Directing the development of the media planning, buying, channel management and benchmark analysis for the Market
- Developing high-quality tourism products experiences for ACMA as well as facilitating and supporting the growth of traders' tourism capability, strengthening the Market position as the most popular tourism destination in Adelaide and creating opportunities for income generation.

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- Assisting with projects across the program including developing Marketing & targeted campaigns to drive leasing and commercial outcomes and the growth of the Adelaide Central Market e-commerce platform.
- Driving the delivery of high importance preparedness projects and activities ahead of the expanded market opening, including the placemaking roadmap, brand materials and launch campaign.
- Managing the Market Stall (ACM customer service desk on Market floor) including staff members. Identifying and implementing measures to enhance customer experience, including entertainment, visual merchandising and point of sale. Keeping abreast of innovative marketing and communications practices, customer experience trends and expectations, to effectively provide direction and advice to team members and other stakeholders.
- Oversight and guidance in the development of the annual community engagement and sustainability plan.
- Acting as Duty Manager for the Market on rostered basis including enacting emergency procedures.

Workplace Health and Safety & People Leadership Responsibilities

All leaders are also responsible for;

- Complying with the Employee Behavioural Standards.
- Supporting the application of and demonstrably engaging in the CoA's Equal Employment Opportunity, cultural diversity and ethical practice policies.
- The effective leadership and management of their team and its functions, including coaching, development and management of resources, legislative requirements, and identifying and implementing continual service improvements.
- Taking reasonable care to ensure their own safety and not placing others at risk by any act or omission.
- Attending WHS training and following instructions and advice provided.
- Complying with the requirements of the CoA WHS management system.
 - > Ensuring WHS legislative compliance is maintained within the program or area of corporate responsibility.
 - > Implementing the CoA WHS management system within the program or area of corporate responsibility.
 - > Undertaking activities to achieve WHS objectives and targets.
 - > Identifying and allocating the human and financial resources to ensure a safe working environment is maintained.
 - > Scheduling all reasonable hazards for assessment and control by elimination if possible.
- Understanding the organisation's WHS and Injury Management policy and procedures and undertaking your role within these.
- Using and caring for equipment, including personal protective equipment, as instructed.
- Not intentionally or recklessly interfering with or misusing workplace equipment and supplies in a manner that could adversely affect health, safety or welfare in the workplace.

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Position Criteria

Qualifications	A tertiary qualification or equivalent demonstrated experience in Business Management/commerce, Customer Experience, Marketing, Public Relations, Sales or Communications.	Essential
People Management	<p>Demonstrated ability to successfully lead, manage and develop high performing cross functional teams to deliver innovative marketing, retail, customer experience and event practices.</p> <p>Proven ability to negotiate, motivate, develop and influence others towards common organisational outcomes, particularly when faced with resistance.</p> <p>Experience in providing effective leadership which continually enhances and builds the team's capability and performance.</p> <p>Demonstrated ability to mentor and support employees in their professional development.</p> <p>Thorough working knowledge of people management practices, policies and procedures</p>	Essential
Financial Skills & Acumen	Demonstrated ability to understand and manage budgets and reporting principles and practices in accordance with corporate objectives and strategic direction.	Essential
Technical Knowledge & Experience	<p>A sound understanding &/or demonstrated experience in:</p> <ul style="list-style-type: none"> • Best practice marketing, integrated media relations, communications, marketing, customer experience processes and practices. • Current and emerging trends within local and global city promotion • Managing and applying best practice principles and practices to the development and delivery of strategies, initiatives, programs, policy and procedures for the management and marketing of major business enterprises, and monitoring and reporting on outcomes. • Collaborating and influencing stakeholders to deliver marketing solutions in a complex working environment • Establishing, analysing and managing marketing intelligence and consumer insights through research and analysis, critical to developing the marketing department's strategic marketing and brand development • Digital marketing, content and communications processes and practices, with the ability to evaluate and advise, report and present on marketing & brand best practice. • The production and management of specialist content (visual and written) and brand management principles and processes • Strong analytical skills and data-driven thinking, comprehensive understanding of digital technologies and up-to-date with the latest trends and best practices in marketing and measurement • Experience in tourism product and experience development 	Essential

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	<p>Experience in a retail or shopping centre environment would be considered favourably</p> <p>Urban placemaking, design and/or precinct development experience would be highly regarded.</p>	
Project Management	<p>Proven experience in leading complex projects with competing priorities and delivering them to budget, time, and quality standards.</p> <p>Highly developed project and consultant management skills which underpin the timely development of strategies, projects and programs and assist in cross functional collaboration.</p>	Essential
Innovation & Initiative	<p>Substantial ability to think strategically, analyse complex situations, develop creative solutions and achieve outcomes.</p> <p>Ability to evaluate and adopt emerging technologies and apply thought leadership that challenges the status quo.</p>	Essential
Resource Management & Decision Making	<p>Substantial ability to prioritise, be flexible and manage a range of highly complex tasks and to effectively utilise available resources to complete tasks within agreed objectives deadlines and respond to changing priorities and demands.</p> <p>Ability to effectively utilise allocated resources including planning, prioritising workloads, and controlling and reporting on financial expenditure against budget.</p> <p>Ability to exercise problem solving skills at a high level and be solutions focused.</p> <p>Demonstrated ability to understand broad commercial realities and to quickly absorb and understand relevant information from reports as required.</p> <p>Decision making and resource management capability that demonstrates an understanding of staff, customer and business needs.</p> <p>Ability to take direction/feedback with minimal context and immediately begin to execute accordingly.</p>	Essential
Professional Development	<p>A commitment to ongoing professional development and continuous learning.</p>	Essential
Customer Commitment & Integrity	<p>A commitment to internal and external customers demonstrated through the provision of timely, reliable and expert advice on matters within the area of responsibility.</p> <p>Capacity to maintain a high degree of discretion and exercise sound judgment in dealing with sensitive, complex and confidential matters.</p>	Essential
Collaboration & Communication	<p>Proven ability to build positive relationships and consult, negotiate and communicate with all levels of management and staff, traders, government agencies, stakeholders, and the community, both verbally and in writing.</p>	Essential

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Proven ability to negotiate, motivate and influence others towards common organisational outcomes.

A high level of written and verbal communication skills, including tact and diplomacy and able to display such skills to all levels within the organisation.

Demonstrated ability to identify key issues and present recommendations in a concise and logical manner.

Administrative Skills

Strong organisational and time management skills and the ability to prioritise, set deadlines, solve complex problems and make effective recommendations and decisions.

Ability to set priorities, action requests and allocate appropriate resources as required.

Essential

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Our Values

Our values will guide us towards becoming a stronger, more effective organisation with a positive and mutually beneficial work environment for everyone.

Our Values



**ACHIEVEMENT**

**COLLABORATION**

**CUSTOMER COMMITMENT**

**INTEGRITY**

**INNOVATION**

Achievement

- Deliver what matters
- Ensure clarity of direction and unity of purpose
- Inspire excellence and strive for outstanding results



Collaboration

- Work together to build successful teams and partnerships
- Be open, inclusive, and share knowledge
- Seek, provide and act on feedback



Customer Commitment

- Know your customers and put them first
- Listen to and understand customer needs
- Be responsive, close the loop and deliver on promises



Integrity

- Own your actions, successes and mistakes
- Act with transparency, honesty and respect
- Do what you say you will do



Innovation

- Look for ways to improve and create positive change
- Think broadly and take a wider viewpoint
- Be responsive to new ideas and opportunities



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Special Conditions

- Performance will be based upon the delivery of the agreed goals recorded in your Performance Review documentation.
- Some out of hours work may be required in order to meet the requirement of the role.
- An unencumbered South Australian Drivers Licence may be required.
- A satisfactory Police Clearance may be required.
- A satisfactory Medical Clearance may be required.
- Where applicable, I have reviewed and understand the delegations associated with this position.

Physical Demands

Task	Office Workstation
Work Area	Various
Physical Demand Rating	Very Light Work

The below table summarises the physical demands of this role.

Physical Demand	O	F	C	Description	FCA Notes
Sitting		✓		Ergonomic adjustable chair	Critical Range of Motion: Shoulder to 90° flexion. Lift Capacity: Up to 2kg (ream of paper). Push / Pull Force: N/A Environmental Factors: Indoor. Carpet in most offices. Lift access in most buildings. Task Rotation: tasks are varied by the worker. Pause exercises, stretches and standing up are self-directed by the worker. Workers can alternate sides with the computer mouse. PPE: Office attire and appropriate footwear.
Standing	✓			Accessing folders, p/copier, talking to others	
Walking	✓			Meeting with others, moving between rooms	
Climbing	✓			Option to take the stairs	
Bending	✓			Reaching down to low shelves, p/copier	
Squatting	✓			Reaching down to low shelves, p/copier	
Gripping		✓		Mouse, stationery, phone	
Forward Reach	✓			Typing, using the mouse, phone usage	
Lift	✓			Light items, folders, paper and documents	
Carry	✓			Short distances within the building /office	

O = Occasional (1–33%), F = Frequent (34–66%), C = Constant (67–100%).

***This is a general statement regarding the physical requirements of the role. The inherent physical requirements are underpinned by Job Dictionaries, which can be accessed by contacting the People Team (OSCAR).**

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Agreement

This Position Description is only descriptive of the type of duties to be undertaken by you during your employment and you accept the Corporation may require you to carry out any duties which are within your skills and competence.

**** Electronic Offer**** By accepting your letter of offer electronically you are agreeing to the work profile / job description attached to your offer.