

MARKETING & CONTENT COORDINATOR, ACMA

POSITION DESCRIPTION

Position Title:	Marketing & Content Coordinator, ACMA
Responsible To:	Marketing & Communications Manager, ACMA
Council Portfolio	Corporate Services
Council Program:	Adelaide Central Market Authority
Classification Level:	Salaried, Level 5

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, statutory requirements and obligations.

Overview of Program

The Adelaide Central Market has been an icon in the city for 150 years and it is a key component of the City of Adelaide's strategic vision for a vibrant economically prosperous city. The Adelaide Central Market is a community of people: traders, artisans and shoppers who share a passion for food. 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. It is the Authority's vision to be the world's leading food and produce market. The Market's mission is to operate sustainably and successfully as a group of prosperous traders, Board and management team that provides a diverse and exciting cultural shopping experience that enhances our precinct, city and state.

Key Relationships / Interactions

Internal	Employees across the ACMA Program City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams ACMA Board and Board of Directors
External	Traders of the Adelaide Central Market Media Outlets & State Government Media Units Council partners, precinct and community organisations, ratepayers and the general public Social media users within the community Market visitors Contractors and consultants

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Primary Purpose

As a part of the Corporate Services Program the Marketing and Content Coordinator will support the Marketing team and the Marketing and Communications Manager to deliver the annual marketing plan and promotional actions within budget as part of the overall Business Plan, Strategic Plan and Community Engagement Plan. In addition, the role will include creating high-quality graphic design assets to support marketing campaigns and initiatives.

Responsibilities

The Marketing and Content Coordinator, ACMA is responsible for:

- Assisting with the delivery of a multi-channel marketing, communications and activations strategy, including liaising with ACMA's media, creative and design partners.
- Supporting ACMA's marketing campaigns by adapting brand assets using tools such as Adobe InDesign and Canva (or similar platforms) for application across digital and print including social media assets, eDMs, posters, signage and presentations, in line with ACMA brand guidelines
- Coordinating and managing deadlines for all creative material from briefing through production, print and distribution.
- Evaluating and assessing trader and customer feedback, as well as campaign performance, to create clear and comprehensive marketing and campaign reports.
- Working closely with traders and key stakeholders to gain support and involvement in all marketing activities, campaigns, events and retail promotions.
- Developing and implementing engaging content and social media plans that showcases the Market traders, projects and events and drives engagement and follower growth.
- Monitoring and moderating social media engagement on a regular basis. Supporting the Marketing team with the development, copywriting, editing and design coordination of internal and external communications, including newsletters, digital media, maps, media releases and trader updates.
- Collecting of insights, social listening tools and research data to understand emerging customer trends
- Working closely with the Events & Activations Executive and providing logistical, content and event support for Market events and activations
- Supporting the rollout of ACMA's Place Activation strategy and in-Market programming
- Evaluating trader and customer feedback and event outcomes to support detailed event reporting.
- Supporting ACMA's administrative requirements, including Market Stall tasks, merchandise orders, school visits, charities, busking, photography and filming requests.

Responsibilities for all employees:

- Model and champion an inclusive, respectful, and ethical workplace culture, aligned with our CoA values and Employee Behavioural Standards, actively promoting equal opportunity, diversity and equity.
- Adhere to organisational policies and WHS requirements while promoting a safe, inclusive environment that safeguards both physical and psychological wellbeing for self and others.
- Promptly report WHS incidents or near misses and use equipment, supplies, and personal protective equipment safely and responsibly.
- Adhere to security and safety requirements (physical and cyber) by following secure information/data handling practices and procedures that support and secure our systems.
- Proactively identify and report any cyber security risks, breaches, incidents, or suspicious activity such as phishing, unauthorised access, or mishandling of information.
- Complete all mandatory training and ongoing professional development.

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Position Criteria

Qualifications	Tertiary degree in Journalism, Communications, Marketing, Graphic Design or aligned field or relevant commensurate experience.	Essential
Financial Skills & Acumen	Ability to manage project and campaign budgets.	Essential
Technical Knowledge & Experience	<p>Strong graphic design skills and a 'creative flair' for adapting brand assets</p> <p>Ability to produce content that adheres to overarching strategic brand guidelines (e.g. tone, style and language).</p> <p>Knowledge of the principles and practices of marketing across a range of consumer/market sectors.</p> <p>Experience in the implementation and co-ordination of marketing campaigns, events and promotions across multiple channels.</p> <p>Experience in the development, execution and evaluation of social media.</p> <p>Demonstrated experience in marketing services relationship management.</p> <p>Knowledge of procedures and processes required to initiate, develop and implement marketing campaigns.</p>	Essential
Project Management	<p>Proven experience in leading small projects and delivering them to budget, time and quality standards.</p> <p>Ability to assist with strategies relating to projects and development of marketing campaigns and activations</p>	Essential
Professional Development	A commitment to ongoing professional development and continuous learning.	Essential
Customer Commitment & Integrity	A proven commitment to internal and external customers demonstrated through the provision of timely, reliable and expert advice on matters within area of responsibility.	Essential
Collaboration & Communication	<p>Ability to build positive relationships and consult, influence and communicate with all levels of management and staff, government agencies, stakeholders, event service providers and the community, both verbally and in writing.</p> <p>Strong writing and editing skills adaptable to various target audiences and for a range of purposes including social media, publications, web and reports.</p>	Essential
Administrative Skills	Proven organisational and time management skills.	Essential
Innovation & Initiative	Proven ability to analyse complex situations, develop creative solutions and achieve outcomes.	Essential

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Ability to evaluate and adopt emerging technologies and apply thought leadership that challenges the status quo.

Ability to think creatively and to work under pressure.

Our Values

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

	<p>Achievement</p> <ul style="list-style-type: none"> • Deliver what matters • Ensure clarity of direction and unity of purpose • Inspire excellence and strive for outstanding results
	<p>Collaboration</p> <ul style="list-style-type: none"> • Work together to build successful teams and partnerships • Be open, inclusive, and share knowledge • Seek, provide, and act on feedback
	<p>Customer Commitment</p> <ul style="list-style-type: none"> • Know your customers and put them first • Listen to and understand customer needs • Be responsive, close the loop and deliver on promises
	<p>Integrity</p> <ul style="list-style-type: none"> • Own your actions, successes and mistakes • Act with transparency, honesty, and respect • Do what you say you will do
	<p>Innovation</p> <ul style="list-style-type: none"> • Look for ways to improve and create positive change • Think broadly and take a wider viewpoint • Be responsive to new ideas and opportunities

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.
- Acting as Duty Manager for the Market on a rostered basis, including enacting emergency procedures on Friday nights or Saturdays every 4 – 6 weeks
- 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.

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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).**

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.