

MARKETING & EVENTS COORDINATOR

KEY PROJECTS, RUNDLE MALL

POSITION DESCRIPTION

Position Title:	Marketing & Events Coordinator – Key Projects, Rundle Mall
Responsible To:	Senior Marketing Coordinator, Rundle Mall
Council Portfolio:	Corporate Services
Council Program:	Adelaide Economic Development Agency (AEDA)
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 role of Adelaide Economic Development Agency (AEDA), a City of Adelaide (CoA) subsidiary, is to accelerate economic growth in the CoA by attracting investment and supporting businesses, growing the visitor economy, supporting residential growth, growing an annual events calendar and marketing the city as a whole.

Key Relationships / Interactions

Internal	Employees across AEDA City of Adelaide (CoA) employees across all portfolios, Programs and Corporate Teams.
External	Rundle Mall Stakeholders; retailers, property managers, arcade and centre managers PR, Creative, Digital, Experiential, Event and Marketing agencies Brands and third parties Charity and community groups Rundle Mall permit holders Government Departments and non-Government Organisations Council partners, precinct and community organisations, ratepayers and the general public

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Primary Purpose

The Marketing & Events Coordinator – Key Projects, Rundle Mall will support the AEDA Rundle Mall Marketing Team in the planning, coordination and delivery of major, high-impact marketing campaigns, events and activations for Rundle Mall, with a primary focus on flagship projects such as the Rundle Mall 50th Anniversary.

Responsibilities

The Marketing & Events Coordinator – Key Projects Rundle Mall is responsible for;

- Providing marketing and campaign support for the Senior Marketing Coordinator, Rundle Mall by assisting with the planning and delivery of integrated marketing campaigns for key projects, including major milestone events and celebrations.
- Ensuring marketing activities and campaigns are in line with the Rundle Mall and AEDA brand positioning and values.
- Working closely with the Events and Activation Coordinator, to assist with the planning, coordinating and delivering major events and activations for Rundle Mall, with a strong focus on flagship and milestone projects such as the Rundle Mall 50th Anniversary.
- Coordinating and liaising with partners, brands, suppliers, agencies, City of Adelaide, AEDA and other stakeholders to ensure seamless event and activation delivery.
- Assisting in the creation of all major milestone event and retail marketing material including printed material, signage, collateral, retailer resources, PR material as required.
- Assisting with the management of approved marketing and events budgets for AEDA, ensuring the highest value is generated for Rundle Mall Levy payers.
- Following the administration requirements and processes regarding purchasing of services and raising orders within the approved budget including all contract and procurement management.
- Assisting with the delivery of an innovative, multi-channel marketing communication strategy for key projects and liaising with the AEDA Media Agency to plan, buy and place all media for Rundle Mall.
- Communicating and work closely with all retailers and stakeholders to gain support and involvement in all activities linked to key projects and major milestone campaigns, events and retail promotions.
- Working with the AEDA Creative Agency, assisting with the delivery of on and offline retail and events campaign material for key projects including managing all deadlines for production, print and distribution.
- Assisting in post-campaign and post-event evaluation, including retailer and stakeholder feedback surveys and support in the preparation of campaign and event debriefs.
- Assisting with the delivery of flagship event projects the annual major events strategy and retail promotional calendar for to increase customer traffic, customer spend and retail sales.
- Supporting the delivery of Rundle Mall's digital channels (website, EDMs, social media), when required, as they relate to key projects, events and activations.

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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	A tertiary qualification in Marketing, Events or related field and/or commensurate demonstrated experience in lieu of formal qualifications.	Essential
Financial Skills & Acumen	Ability to manage approved project and campaign budgets.	Essential
Technical Knowledge & Experience	<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 and promotions across multiple channels.</p> <p>Developed communication skills (written and verbal) with ability to present in a professional manner to a broad cross section of stakeholder groups.</p> <p>Knowledge of procedures and processes required to initiate, develop and implement marketing campaigns.</p> <p>Experience in a retail or shopping centre environment would be highly regarded.</p>	Essential
Project Management	<p>Organisational skills, the ability to successfully manage competing priorities whilst maintaining attention to detail and meeting deadlines.</p> <p>Demonstrated ability to plan and operate efficiently under pressure to complete work.</p>	Essential
Innovation & Initiative	<p>Experience in applying best practice principles to the delivery of marketing campaigns and procedures and monitoring and reporting on outcomes.</p> <p>A proven ability to achieve objectives using innovative techniques and overcome challenges</p>	Essential
Resource Management & Decision Making	<p>Ability to effectively utilise allocated resources including planning, prioritising own workloads and controlling and reporting on financial expenditure against budget.</p> <p>Ability to prioritise and be flexible when responding to changing priorities and demands.</p>	Essential
Professional Development	A commitment to ongoing professional development and continuous learning.	Essential
Customer Commitment & Integrity	A 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	Proven ability to build positive relationships, consult and communicate with all levels of management and staff, government agencies, stakeholders and the community, both verbally and in writing.	Essential
Administrative Skills	<p>Demonstrated ability to manage the administrative requirements of multi-faceted marketing projects.</p> <p>An understanding of practices, procedures and outcomes required of a records management system.</p> <p>A high level of organisational and time management skills.</p> <p>An awareness of Occupational Health Safety & Welfare issues, standards and actions in the workplace.</p>	Essential
Government Experience	Experience working in a government environment.	Desirable

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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.