

# MARKETING & CONTENT COORDINATOR

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing and Content Coordinator (AEDA)
<b>Responsible To:</b>	Marketing Business Partner
<b>Council Portfolio:</b>	Corporate Services
<b>Council Program:</b>	Adelaide Economic Development Agency (AEDA)
<b>Classification Level:</b>	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

<b>Internal</b>	Employees across the AEDA Program
	City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams
<b>External</b>	AEDA and Rundle Mall Stakeholders; retailers, property owners & managers, arcade & centre managers
	PR, Event and Marketing agencies and sub-contractors
	Government Departments and Non-Government Organisations
	Brands and other external partners and agencies
	Charity and community groups
	South Australian Tourism Commission
	Contractors and Consultants
Council partners, precinct and community organisations, ratepayers and the general public	

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## Primary Purpose

As part of AEDA, the Marketing and Content Coordinator will work across the program to produce, contemporary content that supports the delivery of the AEDA Strategic Plan and Annual Business Plan, implementing marketing plans and campaigns and using a variety of online social and digital media platforms and videography.

Work across AEDA to implement and deliver a variety of marketing initiatives that will significantly enhance the profile and quality of the various online assets and direct marketing initiatives.

## Responsibilities

The Marketing and Content Coordinator is responsible for:

- Leveraging the AEDA and City brand across all content to ensure it supports the City as a destination of choice for property and business investment and to live, study or visit.
- Supporting and assisting in all marketing and communication activities
- Working closely with the Marketing team to implement marketing and communication plans, campaigns, activities, and promotions through the conception of creative content across all channels with a multi-channel approach
- Developing and implementing brand-focussed content creation (including video, editing, writing) and publishing for the AEDA website, blog, social media and email campaigns, and other content in support of marketing activity and strategic direction.
- Manage the social media platforms of the AEDA (Including Facebook, Twitter, Instagram, blogs etc.) and identifying new contemporary platforms to leverage
- Creating social and digital content plans to increase online engagement.
- Monitoring and moderating social media engagement on a regular basis.
- Maintaining content calendars to drive engagement and follower growth.
- Understanding AEDA target audiences and how to leverage social media and content to influence target audiences and providing insights back to the wider team.
- Managing social media accounts; building, executing, and planning social campaigns inline with broader communications and campaign strategies
- Managing, editing, and updating websites using CMS editors and basic HTML 5 (HTML, CSS and JavaScript), to ensure that it is updated regularly with up to date and relevant content.
- Conceptualising and leading the creative development of visual content briefs and working with stakeholders to understand the briefing process to align approach and production requirements from concept to completion.
- Engaging with suppliers and stakeholders when required to support the development of content.
- Ensuring style guides and brand materials are kept up to date and editing and proofreading all marketing and communications collateral, in line with these guides.
- Ensuring content is delivered within agreed timeframes, to the highest quality and on budget.
- Delivering marketing campaign material including managing all deadlines for production, print and distribution.
- Analysing, tracking and measuring the success of social media against KPIs.
- Following the administration requirements and processes regarding purchasing of services and raising orders within the approved budget including all contract and procurement management
- Keeping abreast of other initiatives across AEDA and looking for opportunities to collaborate across other areas, to ensure the effective delivery of AEDA Strategies and Initiatives.

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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

<b>Qualifications</b>	A tertiary qualification in Marketing, Arts, Journalism, Media, Communications, or related field and/or commensurate demonstrated experience in lieu of formal qualifications.	<b>Essential</b>
<b>People Management</b>	Proven ability to negotiate, motivate, develop, and influence others towards common organisational outcomes, particularly when faced with resistance.  Proven ability to partner with internal stakeholders and support them through change.	<b>Essential</b>
<b>Financial Skills &amp; Acumen</b>	Ability to understand broad commercial realities.  Understanding of budget management principles and practices.	<b>Essential</b>
<b>Technical Knowledge &amp; Experience</b>	Excellent web writing skills and a 'creative flair' for producing high quality, engaging content for website users.  Ability to produce content that adheres to overarching strategic brand guidelines (eg. tone, style and language).  Search engine optimisation (SEO) skills to ensure that all website content is optimised for search engines.  Demonstrated experience in developing, implementing and managing marketing and communications plans for varied audiences and channels – with a focus on customer-centricity. Demonstrated experience editing and producing website content at scale using an enterprise content management system (CMS), preferably in a government context	<b>Essential</b>
<b>Project Management</b>	Proven experience in leading small projects and delivering them to budget, time and quality standards.  Ability to assist with strategies relating to projects and programs.	<b>Essential</b>
<b>Digital &amp; Customer Mindset</b>	A strong digital mindset with demonstrated experience using contemporary digital tools, including analytics and customer sentiment tools  A customer-centric mindset and an understanding of the disciplines of User Experience (UX) Design.	<b>Essential</b>
<b>Collaboration &amp; Communication</b>	Demonstrated ability to build positive relationships, consult and communicate across all stakeholder groups, both verbally and in writing.  Highly developed presentation, written and verbal communication skills.  The ability to influence and negotiate with internal stakeholders, and to exercise judgement in arriving at an appropriate outcome.  The ability to manage, influence and negotiate with external vendors.	<b>Essential</b>
<b>Innovation &amp; Initiative</b>	Proven ability to think strategically, analyse complex situations, develop creative solutions and achieve outcomes.  Demonstrated experience in monitoring and applying continuous improvement to the development and delivery of research and market intelligence.	<b>Essential</b>

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	Ability to evaluate and adopt emerging technologies and apply thought leadership that challenges the status quo.	
<b>Resource Management &amp; Decision Making</b>	<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 exercise problem solving skills at a high level and be solutions focused.</p> <p>Ability to prioritise and be flexible when responding to changing priorities and demands.</p> <p>Ability to take direction/feedback with minimal context and immediately execute accordingly.</p>	<b>Essential</b>
<b>Professional Development</b>	A commitment to ongoing professional development and continuous learning.	<b>Essential</b>
<b>Government Experience</b>	<p>Experience working in a government environment.</p> <p>Experience managing a major organisational website in a government context.</p>	<b>Desirable</b>

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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.

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

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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

<b>Task</b>	<b>Office Workstation</b>
<b>Work Area</b>	<b>Various</b>
<b>Physical Demand Rating</b>	<b>Very Light Work</b>

The below table summarises the physical demands of this role.

Physical Demand	O	F	C	Description	FCA Notes
<b>Sitting</b>		✓		Ergonomic adjustable chair	<b>Critical Range of Motion:</b> Shoulder to 90° flexion. <b>Lift Capacity:</b> Up to 2kg (ream of paper). <b>Push / Pull Force:</b> N/A <b>Environmental Factors:</b> Indoor. Carpet in most offices. Lift access in most buildings. <b>Task Rotation:</b> 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. <b>PPE:</b> Office attire and appropriate footwear.
<b>Standing</b>	✓			Accessing folders, p/copier, talking to others	
<b>Walking</b>	✓			Meeting with others, moving between rooms	
<b>Climbing</b>	✓			Option to take the stairs	
<b>Bending</b>	✓			Reaching down to low shelves, p/copier	
<b>Squatting</b>	✓			Reaching down to low shelves, p/copier	
<b>Gripping</b>		✓		Mouse, stationery, phone	
<b>Forward Reach</b>	✓			Typing, using the mouse, phone usage	
<b>Lift</b>	✓			Light items, folders, paper and documents	
<b>Carry</b>	✓			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.