

MARKETING & CONTENT COORDINATOR

POSITION DESCRIPTION

Position Title:	Marketing and Content Coordinator (AEDA)
Responsible To:	Marketing Business Partner
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 the AEDA Program City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams
External	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

A unique team creating an extraordinary city



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.

A unique team creating an extraordinary city



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.

FINAL

A unique team creating an extraordinary city



Position Criteria

Qualifications	A tertiary qualification in Marketing, Arts, Journalism, Media, Communications, or related field and/or commensurate demonstrated experience in lieu of formal qualifications.	Essential
People Management	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.	Essential
Financial Skills & Acumen	Ability to understand broad commercial realities. Understanding of budget management principles and practices.	Essential
Technical Knowledge & Experience	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	Essential
Project Management	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.	Essential
Digital & Customer Mindset	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.	Essential
Collaboration & Communication	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.	Essential
Innovation & Initiative	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.	Essential

A unique team creating an extraordinary city



	Ability to evaluate and adopt emerging technologies and apply thought leadership that challenges the status quo.	
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 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>	Essential
Professional Development	A commitment to ongoing professional development and continuous learning.	Essential
Government Experience	<p>Experience working in a government environment.</p> <p>Experience managing a major organisational website in a government context.</p>	Desirable

A unique team creating an extraordinary city



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



www.cityofadelaide.com.au

A unique team creating an extraordinary city



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).

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.