

# MANAGER, CUSTOMER & MARKETING

## POSITION DESCRIPTION

<b>Position Title:</b>	Manager, Customer & Marketing
<b>Responsible To:</b>	Director, City Community
<b>Council Portfolio:</b>	City Community
<b>Corporate Team:</b>	Customer & Marketing
<b>Classification Level:</b>	Managerial, Common Law

### Overview of Portfolio

The City Community Portfolio leverages and celebrates our role as a Capital City Council and delivers the services that lead, shape and enable a creative, dynamic, resilient and diverse city both now and into the future.

### Overview of Team

The Customer and Marketing Team supports extraordinary customer experiences, celebrates our City through the delivery of creative and digital services, and enhances our reputation by promoting our achievements and initiatives.

### Key Relationships / Interactions

<b>Internal</b>	Employees across the Customer & Marketing Team City of Adelaide (CoA) employees across all Portfolios, Programs and Corporate Teams
<b>External</b>	This position is responsible for relationship development with all our key customer stakeholders, including our residents, workers, businesses and students. Other external stakeholders will include other Capital City Councils.

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## Primary Purpose

As part of the Customer & Marketing Team, the Manager, Customer and Marketing will;

- Lead the team to provide Marketing and Strategic Communications internally and externally, and resource planning and business improvement, reporting and analysis.
- Implement a Customer Experience Framework across Council to deliver brilliant customer experiences, through a relationship management approach, and develop a culture of customer centricity through enabling appropriate support mechanisms for the delivery of best practice customer service within the public sector.
- Maintain a comprehensive and proactive strategic media and communications plan to raise awareness of Council and its strategic programs and deliver strategic marketing initiatives aligned to Council's strategic plan to effectively reinforce the CoA brand.
- Develop strategic relationships and partnerships with key stakeholders, to ensure the delivery of Program Plan objectives and support Council's strategic direction.
- Support the identification and analysis of business management issues and opportunities, manage development of related strategies, plans, programs, contracts and projects, and recommend appropriate priorities, initiatives, policies and frameworks to The Executive Team and Council Members.

## Responsibilities

The Manager, Customer & Marketing is responsible for:

- The effective leadership of the team and continuously building the team capacity through the ongoing identification of individual and team training and development needs, and through applying due diligence during the performance management or improvement process.
- Delivering on the Strategic Plan actions, with a particular focus on transforming our services and business processes to improve our effectiveness and efficiency to drive a customer centric culture.
- Embedding a culture of brilliant customer experiences across CoA through the identification and implementation of customer experience and marketing initiatives and projects that deliver positive change, while ensuring that objectives, budgets and deadlines are met.
- Ensuring the delivery and enhancement of our customer feedback programs and quality monitoring framework, including collecting, analysing and sharing the voice of the customer insights from across the customer facing programs of Council; to identify and enable service improvement and ensure we are providing brilliant experiences
- Maintaining a continuous improvement focus by remaining current in; branding, marketing, communication and technology trends to deliver contemporary high-level marketing advice and services and ensuring the team is embedding these into the work undertaken
- Managing the media buying and liaising with external agencies as required.
- Providing strategic direction for the creation and curation of all visual content, imagery, digital content, videos, editorial, and narrative so that it is engaging, relevant and shareable.
- Building external relationships and networks to continually benchmark, gather insights and ensure CoA is at the forefront of customer experience, marketing, communications services and opportunities.
- Implementing customer related projects and initiatives and ensuring key stakeholders are included in customer experience design.

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- Reviewing all relevant policies and strategic plans with the view to driving a strong customer focus for all marketing and public relations initiatives, ensuring a strong return on Council's investment, in the form of third party endorsement and a positive, trusted reputation for Council.
- Effective delivery of marketing and public relations functions to ensure consistent alignment to Council and Corporate strategy and to ensure best value for Council in all deliverables.
- Providing and preparing timely and accurate advice to the Executive.
- Developing relationships with internal and external stakeholders as required to attain information and feedback, and to achieve mutually beneficial outcomes.
- Representing the Team, Portfolio area and Corporation at Council meetings, committees, working groups and forums as required.
- Negotiating, mediating and managing projects and issues in a proactive manner, which further progresses Team initiatives and projects.
- Developing and creating a high performing and innovative team, who deliver on Team objectives, and foster and maintain a strong, collaborative and outcome-focussed culture within the Team.
- Ensure the Customer & Marketing Team has the foundation for continued customer service success by developing skills, retaining talent and leading the cultural change initiatives as desired by the organisation.
- Ensuring that regular reporting of Customer & Marketing activities including key metrics and analytics and performance against strategic plan actions and new initiatives is delivered as required.

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## Responsibilities for all leaders:

- 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.
- Lead and manage your team/s to ensure employee engagement and development, resource optimisation, legislative compliance, and the implementation of ongoing service enhancements.
- Adhere to organisational policies and WHS requirements while promoting a safe, inclusive environment that safeguards both physical and psychological wellbeing.
- Take accountability for identifying, reporting, and responding to WHS incidents or near misses, and ensure the appropriate and responsible use of equipment, supplies, and personal protective equipment (PPE) across the team.
- Lead the team in adhering to security requirements (both physical and cyber) by actively modelling best practices, following secure data handling protocols, supporting secure system management, and ensuring team compliance with all information security and safety obligations.
- Proactively identify and report any cyber security risks, breaches, incidents, or suspicious activity such as phishing, unauthorised access, or mishandling of information.
- Ensure completion of all mandatory training and support ongoing professional development both personally and across the team aligned with CoA expectations, compliance requirements and information security.
- Monitor and manage budgets and expenditure within delegated limits to ensure efficient and accountable use of financial resources.

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## Position Criteria

<b>Qualifications</b>	A tertiary qualification or relevant experience in Business, Management, Marketing, Communications or Customer Strategy.	<b>Essential</b>
<b>People Management</b>	<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> <p>Demonstrated ability to lead, manage and develop people in order to manage work and resources across a customer service functions.</p> <p>Demonstrated experience managing customer service strategy development.</p>	<b>Essential</b>
<b>Financial Skills &amp; Acumen</b>	<p>Demonstrated ability to professionally lead and manage the budget and expenditure aspects of a customer service focused business.</p> <p>High degree of business acumen and a strong sense of accountability.</p>	<b>Essential</b>
<b>Technical Knowledge &amp; Experience</b>	<p>Extensive experience in developing and implementing customer service strategies, frameworks and models.</p> <p>Sound understanding of current and emerging trends within local and global customer service organisations.</p> <p>Experience building a customer centric culture in a complex working environment.</p>	<b>Essential</b>
<b>Project Management</b>	Highly developed project and consultant management skills which underpin the timely development of strategies, projects and programs and assist in cross functional collaboration.	<b>Essential</b>
<b>Innovation &amp; Initiative</b>	Proven experience in managing and applying best practice business management principles and practices to the development and delivery of strategies, development plans, initiatives, programs, policy and procedures for the management and marketing of major business enterprises, and monitoring and reporting on outcomes.	<b>Essential</b>
<b>Resource Management &amp; Decision Making</b>	Proven ability to effectively utilise allocated resources which includes planning, delegating and prioritising. Ability to prioritise and be flexible when responding to changing priorities and demands. Decision making capability that demonstrates an understanding of staff, customer and business needs.	<b>Essential</b>
<b>Professional Development</b>	<p>Post graduate qualification in management, project management or related discipline.</p> <p>A commitment to ongoing professional development and continuous learning.</p>	<b>Desirable</b>

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<b>Customer Commitment &amp; Integrity</b>	<p>A commitment to placing internal and external customers at the centre of everything we do demonstrated through the provision of timely, reliable and expert advice on matters within the area of responsibility.</p>	<b>Essential</b>
<b>Collaboration &amp; Communication</b>	<p>Proven ability to build positive relationships and consult, negotiate, influence and communicate with all levels of management and staff, government agencies, stakeholders and the community, both verbally and in writing.</p> <p>Ability to perceive the political implications or various decision paths before acting and proven ability to integrate across inter-related programs or groups to achieve outcomes.</p>	<b>Essential</b>
<b>Administrative Skills</b>	<p>Excellent time management and prioritisation skills with a high focus on attention to detail.</p> <p>Demonstrated ability to identify key issues and present recommendations in a concise and logical manner.</p>	<b>Essential</b>
<b>Government Experience</b>	<p>Experience working in a government environment.</p>	<b>Essential</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 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>Standing</b>	✓			Accessing folders, p/copier, talking to others	<b>Lift Capacity:</b> Up to 2kg (ream of paper).
<b>Walking</b>	✓			Meeting with others, moving between rooms	<b>Push / Pull Force:</b> N/A
<b>Climbing</b>	✓			Option to take the stairs	<b>Shift Duration:</b> 8am till 4pm
<b>Bending</b>	✓			Reaching down to low shelves, p/copier	<b>Environmental Factors:</b> Indoor. Carpet in most offices. Lift access in most buildings.
<b>Squatting</b>	✓			Reaching down to low shelves, p/copier	<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>Gripping</b>		✓		Mouse, stationery, phone	<b>Breaks:</b> 0:15 minute tea break, 0:30 meal break
<b>Forward Reach</b>	✓			Typing, using the mouse, phone usage	<b>PPE:</b> Office attire and appropriate footwear.
<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.