

MARKETING EXECUTIVE

POSITION DESCRIPTION

Position Title:	Marketing Executive
Responsible To:	Marketing & Communications Manager, ACMA
Council Portfolio	Corporate Services
Council Program:	Adelaide Central Market Authority
Classification Level:	Salaried, Level 6

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 Local Government Association of South Australia Council partners, precinct and community organisations, ratepayers and the general public Social media users within the community Market visitors

A unique team creating an extraordinary city



Primary Purpose

The Marketing Executive will support 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. Coordinate and liaise with traders to drive and develop retail marketing and customer experience initiatives. Lead the integration of social media across the organisation and traders, ensuring digital and social media platforms form core communications practice.

Responsibilities

The Marketing Executive is responsible for;

- Providing marketing and campaign support for the Marketing & Communications Manager by planning and implementing the annual marketing and promotional plan in line with the Business Plan.
- Developing and executing a forward social media and digital plan that tactically highlights the business, traders, projects and events. Ensure all traders are included in ACMA social media plans.
- Proactively ensuring digital and marketing activities are planned, delivered and curated in line with the Market brand and values.
- Gaining understanding of customers needs by analysing insights, listening tools and research data.
- Managing approved campaign budgets, ensuring the highest value is generated from the Marketing Fund.
- Working effectively with agencies and external suppliers to deliver quality creative assets and services on time and on budget.
- Working cross functionally with the Retail Manager, Marketing and Communications Manager and traders to proactively identify and deliver improvements to the Market's retail environment and customer experience to drive customer spend.
- Proactively engaging with the Traders Advisory Group to provide marketing reporting and planning requirements.
- Working collaboratively with the Marketing and Communications Manager and the City of Adelaide to deliver tourism programs to the benefit of Market traders.
- Providing training and guidance to the business and traders to engage effectively using social media, to improve external communication, marketing engagement and customer service.
- Developing, copywriting and editing all internal and external marketing and communications collateral including newsletters, maps, website copy, media releases and trader's portal.
- Managing key partnerships and marketing support agencies to provide promotional support in line with the Market brand and tactical outcomes of the annual marketing plan.
- Providing logistics and event management support for events and marketing campaigns.
- As required, providing assistance to ACMA staff through the administration and reception functions as required.
- Building strong relationships with the media, market traders, event organisers, Adelaide City Council and the surrounding precinct groups.
- Assisting the General Manager ACMA as required on individual projects.
- Overseeing the management of ACMA's effective administration requirements including merchandise orders, school visits, charities, busking, photography and filming requests

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.

A unique team creating an extraordinary city



Position Criteria

Qualifications	Tertiary degree in Journalism, Communications, Marketing or aligned field or relevant commensurate experience.	Essential
Financial Skills & Acumen	Ability to manage 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>Experience in the development, execution and evaluation of communications plans and strategy, incorporating the use of social media.</p> <p>Demonstrated experience in marketing services relationship management.</p> <p>Strong writing and editing skills adaptable to various target audiences and for a range of purposes including publications, web and reports.</p> <p>Knowledge of procedures and processes required to initiate, develop and implement marketing campaigns.</p> <p>Ability to think creatively, to work under pressure.</p> <p>Experience in retail marketing and merchandising.</p>	Essential
Project Management	Ability to work within projects and an understanding of project management principles.	Essential
Professional Development	A commitment to ongoing professional development and continuous learning.	Essential / Desirable
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	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.	Essential
Administrative Skills	<p>Strong verbal and written communication skills, with strong clear expression skills, correct grammar and syntax skills.</p> <p>Project managements and administration skills with proven ability in setting priorities, meeting deadlines and keeping accurate records to enable project reporting.</p> <p>Proven organisational and time management skills.</p> <p>An awareness of Occupational Health Safety & Welfare issues, standards and actions in the work place.</p>	Essential
Government Experience	Experience working in a government environment.	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.