

POSITION	Coordinator City Marketing
POSITION NUMBER	
CLASSIFICATION	Band 8
AGREEMENT	Ballarat City Council Enterprise Agreement No. 7 2016
DIVISION	Innovation and Organisational Improvement
UNIT	Communications and Marketing
MANAGER	Manager Communications and Marketing
DATE UPDATED	July 2019

EMPLOYEE POSITION DECLARATION

I have read and understand the requirements and expectations of this Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position and accept my role in fulfilling the Key Responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

NAME OF INCUMBENT: _____

SIGNED: _____

DATED: _____

1. ORGANISATIONAL CONTEXT

As a result of population growth across Australia, Ballarat is now one of the largest inland regional cities in the country. Ballarat is uniquely located with easy access to Melbourne, Geelong and Bendigo and is the Western Victorian capital for a region of 250,000 people.

The position of Coordinator City Marketing sits within the Communications and Marketing Unit, which is part of the Innovation and Organisational Improvement department.

The unit's key role is to provide communication and issues management advice and implement key communications and marketing strategies for the organisation including the mayor, councillors, Chief Executive Officer, directors, managers and staff from across the organisation.

The unit's key activities include developing and implementing marketing and communication strategies, providing strategic advice to councillors and staff, assisting with the planning and delivery of key Council events, stakeholder engagement and relations, corporate brand projection and management, issues management, liaising with external public relations companies on key projects, media relations, social media, researching and writing speeches, preparing corporate publications, and videography and photography.

From a Health and Safety perspective the City of Ballarat requires the following:

All Employees and Volunteers

- Follow City of Ballarat policies and procedures.
- Report hazards and other unsafe practices.
- Report injuries as soon as possible to your Manager/Supervisor.
- Participate constructively in all forums set up to investigate, improve or communicate safety.

The values of the Communications and Marketing unit are based around the organisation's values of Leadership, Loyalty, Excellence and Outcomes:

 LEADERSHIP <ul style="list-style-type: none">• Be passionate and energetic – choose your attitude• Embrace a challenge, confront mediocrity• Lead positive change	 OUTCOMES <ul style="list-style-type: none">• Meet and exceed expectations.• Encourage staff to deliver key goals and follow up• Acknowledge key steps/milestones and involve the team.
 LOYALTY <ul style="list-style-type: none">• Be an advocate for the organisation, publicly back each other.• Openly communicate, show transparency• Be authentic, develop trust	 EXCELLENCE <ul style="list-style-type: none">• Having pride in what we do• Striving to be an industry leader• Being open to change, fresh ideas and risk taking

2. POSITION OBJECTIVES

The position of Coordinator City Marketing reports to the Manager Communications and Marketing and is responsible for the development and implementation of proactive, high-impact and multi-channel marketing and advertising campaigns that promote Ballarat.

In conjunction with the broader Communications and Marketing team, the position will develop proactive marketing campaigns for visitation, events, major projects, services and initiatives of the City of Ballarat and Council. It is essential the applicant demonstrates a strong tactical approach to marketing, which is focused on the data informed decision making and results driven marketing.

3. KEY RESPONSIBILITY AREAS

- Lead and support the City Marketing team and officers to deliver operational and strategic results for Ballarat.
- Responsible for the key areas of marketing strategy, understanding marketing trends and data, marketing campaigns, brand development and advertising including proactive business development opportunities.
- Lead on marketing Ballarat as a place to visit, stay, live and invest.
- Operate as a marketing advisor for City of Ballarat business units and work as a business partner to proactively develop and implement marketing strategies and campaigns for projects, services, initiatives and decisions, including internal communications.
- Develop key messaging, targeted advertising campaigns that promote Ballarat
- Drive effective marketing strategies to influence more cost-effective brand experience.
- Develop and execute brand strategy ensuring alignment with outcomes and objectives.
- Deliver high impact, multi-channel integrated marketing and communications campaigns.
- Development of marketing plans, in accordance with vision and financial objectives
- Understand and marketing product unique to Ballarat.
- Produce market insights and reporting to ensure that marketing is effective
- Support the Communications and Creative Studio Coordinator and teams on strategic and operational work

From a Health & Safety perspective the City of Ballarat requires the following:

- At a minimum >90% of operational health and safety plan actions are complete.
- Ensure investigations are completed and corrective actions are implemented within policy timeframes.
- At a minimum, conduct monthly team meetings where health and safety is a standing agenda item.
- Demonstrate safety leadership.

- Apply operational safety guidance and direction.
- Measure performance regularly against a clear set of safety goals and targets.
- Act and apply a balance of consequences as required.
- Escalate relevant safety issues of importance in a timely fashion.

4. ORGANISATIONAL RELATIONSHIPS

Reports to:	Manager Marketing and Communications
Supervises:	Marketing Officers
Internal Liaisons:	Coordinator Communications Coordinator Creative Studio Councillors and Leadership Team Managers and Officers
External Liaisons:	Advertising and Marketing Contractors Industry representatives, operators and stakeholders

5. ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Coordinator City Marketing manages creativity resources, a specialist unit, which develops and interprets policy. The freedom to act is governed by broad goals, policies and budgets with periodic reviews to ensure conformity with those goals and a reporting mechanism to ensure adherence to budgets. Decisions and actions taken by the Coordinator City Marketing may have a substantial effect on the operational unit being managed or on the public perception of the wider organisation.
- Coordinator City Marketing will have input into policy development and strategic plans within their area of expertise and/or management. The advice and counsel provided will be relied upon for guidance and part justification for adopting particular policies which may have substantial impact upon the organisation and/or the community.

6. JUDGEMENT AND DECISION MAKING

- Coordinator City Marketing is essentially both problem solving and policy development in nature. The nature of the work is specialised with methods, procedures and processes generally developed from theory or precedent. Methods procedures and processes of the team will be developed and adapted by the Coordinator City Marketing. The problem-solving process comes from identification and analysis of an unspecified range of options before a choice can be made.

7. SPECIALIST SKILLS AND KNOWLEDGE

- Coordinator City Marketing requires proficiency in the application of new problems and opportunities which may be outside the original field of specialisation by the employee.
- Analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.

- An understanding is required of the long-term goals of the wider organisation and of its values and aspirations and of the legal, socio-economic and political context in which it operates.
- A sound knowledge of budgeting and relevant accounting and financial procedures is essential.

8. MANAGEMENT SKILLS

- Coordinator City Marketing require skills in managing time, setting priorities and planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable despite conflicting pressures.
- Skills are required to achieve objectives taking account of organisational and external constraints and opportunities.
- The position requires an understanding and an ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employees development schemes. They would be also expected to contribute to the development and implementation of long-term staffing strategies.

9. INTERPERSONAL SKILLS

- Ability to persuade, convince or negotiate with internal and external stakeholders, in the pursuit of achievement of specific and set objectives. Employees at this level must be able to lead, motivate and develop other employees.
- Liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees within their own organisation to resolve intra-organisational problems.

10. QUALIFICATIONS AND EXPERIENCE

- The position requires tertiary qualifications in Marketing/Public Relations/Communications
 - Demonstrated experience working within a government department, media or similar organisations with political sensitivity.
 - Demonstrated success in working effectively within a dynamic team environment.
 - Current Victorian Drivers Licence.
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11. SELECTION CRITERIA

- Minimum three years' experience in a similar marketing/public relations role.
- Degree or Diploma in a relevant discipline such as marketing, public relations or communications or in a communications and marketing role.
- Demonstrated success in developing and implementing marketing, advertising and communications campaigns.
- Proficient oral and written communication skills to prepare marketing and communication strategies and other correspondence.
- Proficient knowledge, understanding and the ability to implement broad marketing, advertising and communications strategies and tools.
- Knowledge of local government, media or political environments.
- Excellent oral and written communication skills to prepare digital communications, marketing and advertising content.
- Ability to develop relationships with multiple stakeholders.
- Strong interpersonal and communications skills.
- Efficient and effective problem-solving skills.
- Knowledge and understanding of the economic, political and social issues relating to the local government environment.

12. PHYSICAL AND COGNITIVE DEMANDS

TASK ANALYSIS REPORT

Job role	Office Based Role
Hours of work	<p>A City of Ballarat staff member who is required to perform their role within an office environment may work the following hours where they are employed on a full time basis;</p> <p>8.15am to 5:00pm Monday to Friday Breaks: 45 minute Lunch Personal Breaks as required 1 RDO is rostered per month</p> <p>Note: Office Based Roles can also employed on a Part Time or Casual basis</p>
Workplace/ location	Office Based Roles may be performed within any location of City of Ballarat.
Equipment Tools	<p>The following equipment may be utilised (depending upon the facility where the role is based):</p> <ul style="list-style-type: none"> • Personal Computer - Hard drive, Monitor, Keyboard & Mouse • Laptop (if required) • Telephone • Head set

POSITION DESCRIPTION

	<ul style="list-style-type: none"> • Printer • Photocopier/Scanner • Shredder • Laminator • Filing cabinet • Folders • Paper files and other documents • Document trolley • Mobile Phone • Desk & associated equipment such as; document holder, footrest, monitor riser (where monitors are not height adjustable) • Miscellaneous hand held office equipment (such as staplers, hole punch etc.,)
Description of Job Task	<p>Office based role requirements within the City of Ballarat, vary depending upon which department they are performed, but generally include a breakdown as follows;</p> <ul style="list-style-type: none"> • Computer based 70-80% of role • Phone duties 10-15% of role • General Administration – 10-15% tasks • Generally sitting for approximately 80% of the day • Workflow is generally constant with peak periods often experienced in June and December • Occasional requirements to attend staff meetings may occur, but frequency varies between departments. <p>General tasks may include the following, (Images 1-9)</p> <ul style="list-style-type: none"> ➤ Computer Based Duties (Images 2-4); <ul style="list-style-type: none"> ○ Prolonged periods of static sitting ○ Fine motor control to type and navigate mouse ○ Gross motor movements of the shoulder and upper limb to navigate mouse ○ Prolonged periods of visual acuity ○ Frequent requirement for divided attention, problem solving, attention, working memory and concentration ➤ Phone Duties; <ul style="list-style-type: none"> ○ Fine motor movements to operate phone number pad ○ Gross motor movements of the upper limb to reach and hold phone to ear ○ Use of telephone headset removes the previous ○ Frequent simultaneous use of keyboard, mouse and/or writing for handwritten notes ➤ Document Review; <ul style="list-style-type: none"> ○ Prolonged periods of sitting ○ Could be reading off the computer or paper-based documents or a combination of the two ○ Can involve highlighting on paper-based documents ➤ General Administration (Images 5-9);

POSITION DESCRIPTION

	<ul style="list-style-type: none"> ○ Miscellaneous tasks including but not limited to stapling, hole punching and stamping ○ Printing which can involve; <ul style="list-style-type: none"> ▪ Walking up to 20m from desk to printer ▪ Collecting printed paper ranging in size from 1 sheet to approximately 20 sheets from waist height tray on printer ▪ Replacing printer paper in paper trays which may require bending to access trays (pending personal body metrics), carrying paper reams and replacing paper. ○ Scanning which involves: <ul style="list-style-type: none"> ▪ Walking up to 20m from desk to photocopier ▪ Placing required document/s in photocopier at waist height ▪ Fine motor movements to operate photocopier ○ Filing which involves: <ul style="list-style-type: none"> ▪ Fine motor movements to sort paper based documents into files ▪ Placement of file in appropriate filing cabinet or archive box these could be at heights ranging from floor to above shoulder height ▪ Files can vary in weight up to 5kgs ○ Lifting/carrying which includes: <ul style="list-style-type: none"> ▪ Files / Folders / Archive boxes ▪ Paper reams ▪ Miscellaneous paperwork ▪ Water bottles
Hazards identified	<p>Office Based Roles may be subjected to a number of varying hazards. These include;</p> <ul style="list-style-type: none"> • Potential for postural injuries due to long periods of seated sedentary duties • Intermittent manual handling when changing water cooler bottles (11kg) • Potential exposure to trip hazards while negotiating stairwells • Potential for psychological injury from dealing with aggressive or difficult clients either in person or on the telephone
Environment	<p>Office Based staff are required to work within an indoor environment in the presences of co-workers. As such, they may be exposed to;</p> <ul style="list-style-type: none"> • Controlled temperature and ventilation • Carpeted, linoleum and concrete surfaces • Fixed desks • Ergonomically adjustable task chairs
Personal Protective Equipment used	<p>No Personal Protective Equipment is required when completing the Office Based Role within the office environment.</p> <p>If required staff have access to:</p> <ul style="list-style-type: none"> • Hi Vis Vest or Jacket • Steel Cap Shoes • Safety Hat
Classification of task	Medium

POSITION DESCRIPTION

Office Based Role

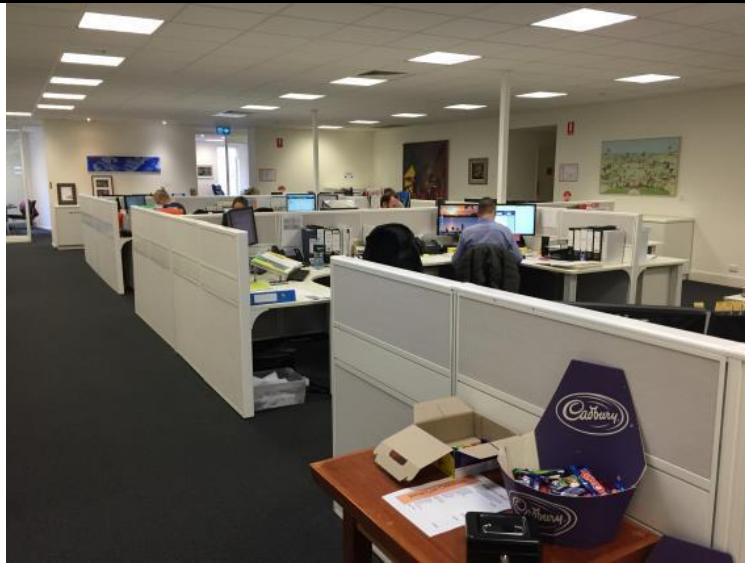


Image 1 Example office based environment

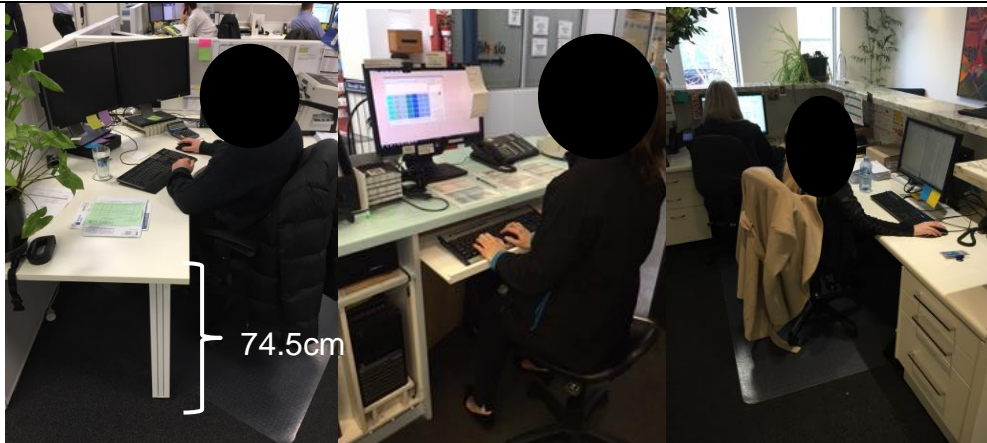


Image 2-4 Examples of Desk Based Workstations

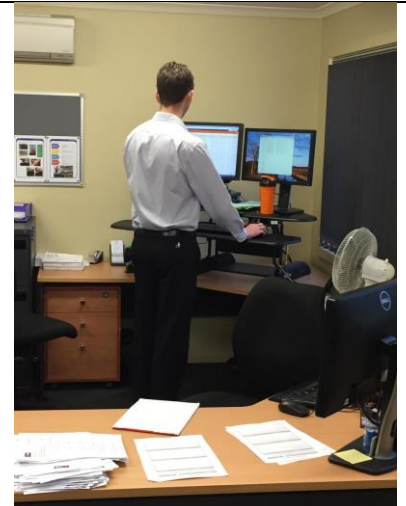


Image 5 Example of standing workstation

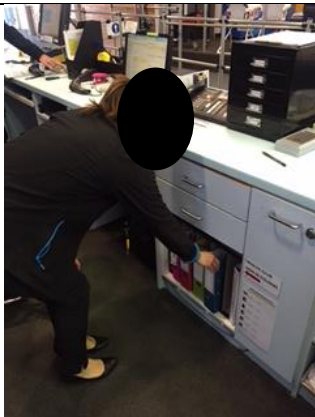


Image 5 Reaching for folders stored below desk height

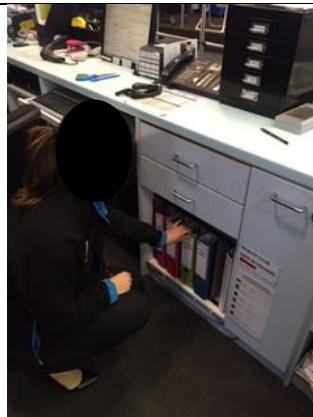


Image 6 Reaching for folders stored below desk height

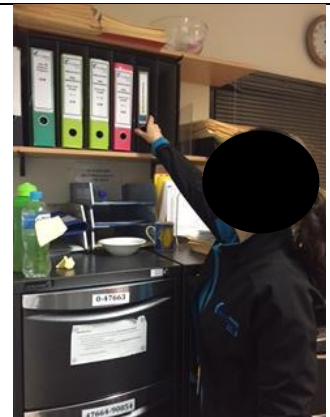


Image 7 Reaching for folders

POSITION DESCRIPTION



Image 8 Filing



Image 9 Typical stationary room with printer/copier in place

POSITION DESCRIPTION

Physical Demand Matrix

Overall Role	Office Based Role
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Body Posture	N R	R	I	O	F	C	Comments
Standing			✓	✓	✓		Intermittent to Frequent requirement to stand whilst; <ul style="list-style-type: none"> Serving customers Filing Operation of photocopier/ printer Collecting files
Sitting					✓	✓	Predominantly seated role whilst completing computer and desk-based tasks able to take postural breaks as required.
Horizontal reaching with arms extended > 30cm in a 180 degree plane.		✓	✓	✓			Rare to occasional requirement to; <ul style="list-style-type: none"> Placing or collecting files from filing cabinet Inserting and collecting documents from printer Placing files or folders onto shelving/ storage
Neck flexion/extension/rotation						✓	Constant movements of the neck in all directions required whilst completing all listed tasks. Potential for sustained neck flexion while reviewing hard documents.
Reaching above shoulder height		✓	✓	✓			Rare to occasional reaching to access folders from storage, pending office set up.
Stooping & bending forward from standing position		✓					Rare requirement pending office set up, if: <ul style="list-style-type: none"> Lifting file boxes Collecting folder from underneath desk
Kneeling / squatting		✓	✓				Rare requirement if accessing folders from underneath desks, filling cabinet, lower shelves pending office set up
Trunk rotation			✓				Rare to occasional trunk rotation required (left and right) whilst completing all tasks pending office set up

Mobility	N R	R	I	O	F	C	Comments
Climbing step / platform		✓					Rare requirement to climb a step ladder
Walking		✓	✓	✓	✓		Rare to frequent walking whilst completing all tasks that are not desk-based
Walking over uneven surfaces	✓						Not required
Ladder climbing	✓						

Manual Handling	N R	R	I	O	F	C	Comments
Unilateral lifting		✓	✓	✓	✓		Rare to frequent requirement to lift paper files of varying sizes, small administration equipment, telephone etc.
Bilateral carrying		✓	✓	✓	✓		Rare to frequent requirement to lift and carry paper reams, larger files or folders, water bottles.
Lifting with weight away from body <10kg	✓						Not required
Lifting with weight away from body >10kg	✓						

POSITION DESCRIPTION

Lowering a vertical distance > 25cm from waist to floor		✓	✓	✓				
Lifting a vertical distance > 25cm from waist to shoulder height		✓	✓	✓				
Lifting 0kg - 4.5kg		✓	✓	✓	✓			Rare to Frequent requirement to lift up to 4.5kg; this extends to: <ul style="list-style-type: none"> Files File boxes Office equipment
Lifting 4.5kg - 9kg		✓	✓					Rare to Intermittent requirement to lift up to 9kg; this extends to: <ul style="list-style-type: none"> Folders Paper reams
Lifting 9kg - 22kg		✓						Rare requirement to lift 9kg – 22kg; this extends to: <ul style="list-style-type: none"> Water bottles 11kg
Lifting 22kg - 45kg	✓							Not required
Lifting 45kg+	✓							
Handling unstable objects		✓						Rare requirement to handle Water bottles 11kg
Carrying			✓	✓				Intermittent to occasional requirement to carry items as listed above is required
Pushing / pulling		✓						Rare pushing/pulling of trolley when retrieving bulk items from storage
Sustained/ repetitive hand grip			✓	✓	✓			Intermittent to frequent requirement whilst: <ul style="list-style-type: none"> Using mouse Lifting and carrying all items Writing Using stationary items including but not limited to hole punchers, staplers, and stamps
Tool use	✓							Not required
Exposure to vibration	✓							

Frequency scale for critical physical demands	NR = Not Required within this range of duties R = Rarely (less than 1 x weekly) I = Intermittently (1 x every 2.5 hours) O = Occasional (1 x every 30 minutes) F = Frequent (1 x every 2 minutes) C = Constant (1 x every 15 seconds)
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Cognitive Demand Matrix	
Role	Office Based Role

Psychosocial Demands			
Personal	Concentration	✓	High levels of concentration required while completing all listed tasks
	Patience	✓	Office Staff are required to possess high levels of patience whilst completing all listed tasks in particular when interacting with members of the public
	Emotional stability	✓	Office Staff are required to have a developed emotional stability whilst completing all tasks
	Judgement	✓	Office Staff are required to exercise sound judgement whilst completing all aspects of the role

	Reasoning	✓	Office Staff are required to exercise sound reasoning whilst completing all aspects of the role
Social	Isolation	-	Office Staff perform their duties in the presence of co-workers.
	Autonomy	✓	Office Based Staff are able to utilise autonomy with respect to the processes in which they complete a task, however they must follow the same policies and procedures
	Peer support	✓	Peer support is available whilst Office Staff complete their designated duties. Peer support is generally requested should the circumstances require it.
	Social network	✓	A social network is available for all Office Staff through the City of Ballarat
	Stress	✓	Office Staff could be exposed to stressful situations such as meeting specified deadlines and production demands, dealing with aggressive or upset members of the public, taking abusive or aggressive phone calls, general workload demands.

Appendix A

TASK ANALYSIS

Frequency of physical demands

The frequency of the physical demands required as part of the jobs assessed is defined under the following categories:

- (NR) Not required is defined as being not within this range of duties
- (R) Rarely is defined as less than one performance per week
- (I) Intermittently is defined as one performance every 2.5 hours
- (O) Occasional is defined as one performance every 30 minutes
- (F) Frequent is defined as one performance every 2 minutes
- (C) Constant is defined as one performance every 15 seconds

Classification of Physical Demands:

The following are the classifications used to categorise specific jobs based on their physical demands, as adapted from the Dictionary of Occupational Titles.

Sedentary

- Lifting 4.5kgs maximum and occasionally lifting and carrying such articles as dockets, ledgers and small tools.
- Although a sedentary job is defined as one which involves sitting, a certain amount of walking and standing is often necessary in carrying out the job duties.
- Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.

Light

- Lifting 9kgs maximum with frequent lifting and/or carrying of objects weighing up to 4.5kgs.

- Even though the weight lifted may be only a negligible amount, a job is in this category when it requires walking or standing to a significant degree; or when it requires sitting most of the time with a degree of pushing and pulling of arm or leg controls; and/or when the job requires working at a production rate pace entailing the constant pushing and/or pulling of materials even though the weight of those materials is negligible.
- Physical demand requirements are in excess of those for Sedentary work.

Medium

- Lifting 22kgs maximum with frequent lifting and/or carrying of objects weighing up to 11kgs.
- Physical demand requirements are in excess of those for Light work.

Heavy

- Lifting 45kgs maximum with frequent lifting and/or carrying of objects weighing up to 22kgs.
- Physical demand requirements are in excess of those for Medium work.

Very Heavy

- Lifting objects in excess of 45kgs with frequent lifting and/or carrying of objects weighing 22kgs or more.
- Physical demand requirements are in excess of those for Heavy work.