



# POSITION DESCRIPTION

<b>Position Title:</b>	<b>Marketing &amp; Communications Coordinator</b>
<b>Position Number:</b>	<b>11158</b>
<b>Directorate:</b>	<b>Office of the Chief Executive Officer</b>
<b>Reports to:</b>	<b>Manager Marketing &amp; Communications</b>
<b>Supervises:</b>	<b>Communications Officers, Communication Support Officers</b>
<b>Department:</b>	<b>Marketing &amp; Communications</b>
<b>Agreement:</b>	<b><i>City of Karratha Industrial Agreement 2023</i></b>
<b>Classification:</b>	<b>Level 7</b>

## 1. POSITION OVERVIEW

The Marketing and Communications Coordinator will coordinate the development and implementation of marketing and communication strategies to increase community participation and awareness of City services, facilities and activities. This position will oversee a team of Communication Officers and requires creativity, strategic thinking, and the ability to handle multiple projects simultaneously.

### 1.1. Position Objectives

- Maintain effective marketing and communication strategies that align with the City of Karratha's vision and strategic objectives.
- Oversee the production of high-quality corporate documents and publications adhering to brand guidelines.
- Maintain the City of Karratha website and social media assets.
- Project manage marketing and communication campaigns from inception to completion.
- Lead and support a team of Communications Officers, ensuring high-quality work and professional development.
- Foster a collaborative, productive, and positive team environment.

## 2. DUTIES & RESPONSIBILITIES

### 2.1. Strategy Development

- Develop and execute comprehensive marketing and communications plans to promote City of Karratha initiatives.
- Work closely with services departments to understand and respond to their specific marketing and communication needs.
- Develop tailored strategies and campaigns for different services to ensure effective promotion and public engagement.
- Provide guidance and support to service departments on best practices in marketing and communications.
- Implement marketing and communication campaigns that use a mix of channels, such as digital media, print media, events, and public relations.
- Ensure that all campaigns are cohesive, consistent, and aligned with the City of Karratha's vision and strategic objectives.

## **2.2. Production and Branding**

- Oversee the production of high-quality corporate documents and publications, ensuring they adhere to the City of Karratha's brand guidelines, including but not limited to annual reports, strategic plans, newsletters, and other key documents.
- Develop and execute advertising campaigns that effectively promote the City's initiatives, services, and events.
- Work with graphic designers, photographers and other creative professionals to develop visually appealing and impactful marketing materials.
- Ensure all marketing and communication material adheres to the City's brand guidelines.

## **2.3. Website and Social Media Management**

- Oversee the maintenance and continuous improvement of the City of Karratha's website and assets ensuring they are user-friendly, up-to-date, and contemporary.
- Develop and implement social media strategies to engage with the community, promote City activities, and enhance the City's online presence.

## **2.4. Project Management**

- Coordinate the delivery of marketing and communication projects from inception to completion, ensuring they are delivered on time and within budget.
- Work collaboratively with internal service departments and external stakeholders to achieve project objectives.
- Project manage content development and other campaigns.
- Monitor and report on the effectiveness of marketing campaigns and initiatives.

## **2.5. Team Oversight**

- Oversee a team of Communications Officers, providing leadership, direction, and support.
- Assign tasks and projects to team members, ensuring timely and high-quality completion.
- Conduct performance evaluations and facilitate professional development opportunities for team members.
- Foster a collaborative, productive and positive team environment.

## **2.6. General**

- Research and prepare reports as directed for the purpose of providing sound and timely advice for Council and the Executive on issues affecting or which may potentially impact on the reputation of the City of Karratha.
- Provide effective input into the process of continuous improvement of services.
- Ensure that all work conforms to Council's Best Value, quality and process improvement plans.
- Contribute to the development of organisational strategic and business plans for the achievement of financial, quality management and customer service targets for the Department.
- Prepare reports and presentations for senior management and council meetings.
- Assist with budget preparation and monitoring.

## **2.7. Health & Safety**

Coordinators are responsible for ensuring that Staff over whom they have line management responsibility:

- Are held accountable for performing the responsibilities and actions relevant to their position.
- Comply with all City policies and procedures relating to their health and safety.
- Utilise the City's procedure for WHS Communication, Consultation and Issue Resolution.
- Will not misuse or damage any equipment provided in the interests of health or safety.
- Observe all safe working practices as directed by the supervisor.
- Use and maintain protective equipment correctly.
- Report ALL accidents and incidents (including near miss) arising in the course of work to direct line manager / supervisor ASAP and then complete the Accident Incident Report form as soon as reasonably practicable within 24 hours where possible.
- Other roles and responsibilities outlined in the WHS Management at the City of Karratha: Roles and Responsibilities.

## **3. SKILLS, KNOWLEDGE & EXPERIENCE (KEY SELECTION CRITERIA)**

### **3.1. Authority & Accountability**

- Works under limited supervision of the Manager Marketing & Communications.
- Authority to undertake day to day activities within Council policy and budgetary constraints.
- Works in accordance with approved Council's policies, procedures and guidelines.
- Freedom to act subject to professional and regulatory review.

### **3.2. Judgement & Problem Solving**

- Ability to exercise judgement to problem solve where established processes, procedures, precedents and instructions are not clearly defined.
- Ability to make decisions and take actions that have significant effect on projects and work areas being managed.
- Highly developed skills in managing time, setting priorities and planning work 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.

### **3.3. Management and Supervision**

- Ability to lead cross-departmental teams on specific projects.
- Lead and support a team of Communications Officers, ensuring high-quality work and professional development.
- Foster a collaborative, productive, and positive team environment.

### **3.4. Specialist Knowledge & Skills**

- Highly developed project planning and delivery skills and ability to effectively manage multiple projects simultaneously.
- Working knowledge of the media and production processes for publications, advertising, video, photography and website and social media.

- Excellent writing skills with ability to develop and edit copy to a high standard
- Highly developed computer skills including a working knowledge of the Microsoft 365 environment.
- Sound financial management skills with demonstrated experience in preparing and managing budgets for individual projects and annual departmental budgets.

### **3.5. Interpersonal Skills**

- Highly developed communication and interpersonal skills and ability to deal effectively with members of the public and external stakeholders.
- Ability to establish contacts and maintain liaison with organisations in both the private & public sectors.
- Ability to work effectively with cross-departmental project teams.
- Excellent customer services skills.

### **3.6. Qualifications & Experience**

- Degree in marketing, communications, journalism, public relations or related field and extensive experience; or lesser formal qualifications with a proven track record in a similar position
- Current C class driver's licence
- National (or Federal) Police Certificate (no more than 6 months old)