

POSITION DESCRIPTION/SPECIFICATION

1. POSITION IDENTIFICATION

Title	Digital Marketing Officer	Level	5/6
Business Unit	Communications and Stakeholder Relations	Position No.	01042, 01607
Directorate	Governance and Strategy	Date Established	September 2009
Reporting to	Marketing Coordinator	Date Updated	March 2026

2. KEY OBJECTIVES

- Participate in a team environment assisting in a range of business unit support activities and undertaking a range of digital marketing activities.
- Ensure ongoing development of the City's website and online services as well as all strategic and campaign related to online advertising and promotional marketing projects.
- Maintain efficient and effective administrative systems and processes for day-to-day administration.
- Ensure delivery of a high standard of customer service to internal and external customers and stakeholders.

3. KEY ACCOUNTABILITIES

- Timely and accurate delivery of assigned work and projects within agreed timeframes, allocated budget and with rigor applied in all circumstances.
- Undertake activities in accordance with the Business Unit Plan, Corporate Business Plan, Strategic Community Plan, Corporate Marketing Plan and other relevant plans.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Correspondence and other written material is of a high standard and content is accurate and error free, and in accordance with the City's writing guidelines.
- Ensure all financial activities are undertaken in accordance with the City's purchasing protocols and practices.
- Ensure prompt and accurate capture of corporate information and documentation in accordance with the City's record keeping system and associated policies, protocols and practices.
- Comply with Work, Health and Safety (WHS) legislation, City policies, procedures and other WHS related requirements, and actively support the City safety systems.

4. KEY ACTIVITIES

ACTIVITIES
<p>Outcome: Digital Marketing Development</p> <ul style="list-style-type: none">• Provide input into the City's website and electronic communications to ensure that the City's online presence remains positive.• Contribute to online promotional opportunities and ideas from conception through to delivery, utilising market research results, trends and consideration of other concurrent marketing projects and campaigns.• Provide internal advice on all aspects of digital marketing including but not limited to online communications, production of publications and advertisements, promotions, market research, costs and timelines.• Provide advice and guidance on future trends and developments to keep at the forefront of social media.• Participate in the tender process by, arranging quotes for works to be undertaken by contractor / consultants, including the preparation of Requests for Quotes, assessing quotes against requirements and make appropriate recommendations, administer the requisitioning and receipting of services and provide assessment of completed work.• Liaise with selected vendor to undertake contract requirements, including consultation, monitor progress and assess completed works.• Liaise with Government departments and other local governments regarding online feedback systems and services.• Conduct research, analyse and interpret digital marketing data to identify patterns and solutions.• Implement the City's social media advertising campaigns.• Provide advice across the organisation in relation to online content, publishing and further development.• Provide marketing services to internal customers; including development of online marketing strategies, formulation of marketing plans for various online programs and projects and copywriting.• Contribute to the ongoing education and promotional strategy to encourage greater and more effective use of the City's website.• Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience. <p>Outcome: Marketing</p> <ul style="list-style-type: none">• Ensure marketing campaigns, materials and communication strategies are to a high standard, in accordance with the City's branding and online writing style guidelines and current with marketing trends and technologies.• Assist in projecting a positive, professional image of the City through effective marketing, public relations and communications.• Provide information and advice to City employees on all matters related to digital marketing.• Liaise with Graphic Artists to develop digital assets.• Contribute to scheduling and content for social media posts and provide online marketing content into communication campaigns.• Undertake accurate and creative digital copy writing and proof reading of work to pre-agreed deadlines. <p>Outcome: Online Services</p> <ul style="list-style-type: none">• Review and approve all content uploaded to the City's website by Business Units through the Content Management System to ensure it is accurate and of a high standard.

- Ensure the navigation, graphical and information architecture of the City's website is current and working correctly.
- Deliver system upgrade projects in accordance with the agreed scope, timeframes and budgets.
- Contributes to the development of the annual budget for the business unit with respect to project budgets.
- Research, evaluate and recommend potential products and features to improve efficiency and effectiveness of the City's website and electronic communications.

Outcome: Administration

- Provide input into the development and review of the Business Unit Plan and undertake monthly and ad hoc reporting of progress against this plan.
- Deliver detailed reports on digital marketing trends and website usage as required by stakeholders.
- Contribute to the preparation and maintenance of appropriate digital marketing protocols, guidelines and approval processes.
- Develop and implement procedures and guidelines for online activities and ensure compliance across the organisation.
- Participates in the delivery of training programs for online services and platforms.
- Assess and report on digital marketing campaigns to ensure client objectives have been met.

Outcome: Customer Service

- Maintain positive working relationships with internal and external stakeholders.
- Maintain liaison with external and internal suppliers, assisting in commissioning and delivery of digital marketing and promotional material.
- Advise clients / stakeholders on how to best use digital analytics.
- Provide information to internal customers such as statistics on campaigns efforts.
- Respond to enquiries efficiently, courteously and accurately.
- Investigate digital marketing related queries and complaints.

5. WORK RELATED REQUIREMENTS

Essential Skills, Knowledge, Experience and Qualifications:

Skills:

- Marketing skills, with a focus on online and digital marketing.
- Writing, proof reading and research skills - including the ability to write and edit material suitable for diverse target audiences in a simple and concise style.
- Ability to coordinate and manage multiple digital marketing activities and projects.
- Organisational and time management skills.
- High level of initiative and ability to work independently and/or within a team environment.
- Interpersonal skills, to effectively liaise with internal and external parties and stakeholders.
- Customer service skills.
- Ability to use computer programs to manage website content and electronic newsletters.

Knowledge:

- Customer service principles.
- Online marketing principles, platforms and their requirements.
- Social media platforms.
- New technologies and how they can be applied to marketing.
- Local government structure and functions.

Experience:

- In an online marketing and communications role.
- Managing projects and corporate website including content management systems.
- Developing online marketing strategies.

Qualifications / Clearances:

- Tertiary qualifications in relevant discipline or equivalent experience.

6. EXTENT OF AUTHORITY

- Exercises a degree of autonomy.
- Solutions to problems generally found in precedents, guidelines or instructions. Assistance available.
- Controls projects and/or programs.
- Contributes to the development of work practices and procedures.

7. WORKING RELATIONSHIPS

Level of Supervision:

- Works under general direction

Internal

- All Business Units

External

- Local residents and general public
- Service suppliers
- Corporate stakeholders
- Government departments
- Community groups
- Other local governments

8. POSITION DIMENSIONS

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	0
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