



POSITION DESCRIPTION/SPECIFICATION

1. POSITION IDENTIFICATION

Title	Marketing Officer	Level	6
Business Unit	Leisure & Cultural Services	Position Number	00634,1697
Directorate	Corporate Services	Date Established	October 2010
Reporting to	Team Leader Marketing & Customer Experience	Date Updated	January 2026

2. KEY OBJECTIVES

- Lead and manage all aspects of Craigie Leisure Centre traditional marketing including, but not limited to, communication and marketing campaigns, strategies, copywriting publications, promotion and market research.
- Lead and manage all aspects of Craigie Leisure Centre digital marketing activities, including but not limited to, managing the Craigie Leisure Centre website content and developments, electronic communications, social media content and advertising.
- Lead and manage the delivery of marketing and communication strategies for Craigie Leisure Centre to ensure their continuous financial viability.
- Undertake market research and analysis and identify new potential markets and effectiveness of advertising mediums.
- Provide a high level of customer service to both internal and external customers and stakeholders.

3. KEY ACCOUNTABILITIES

- Implement and monitor the Craigie Leisure Centre Marketing Plan and budget.
- Ensure the delivery of professional and effective marketing materials and communication strategies that meet Craigie Leisure Centre program and service specific financial objectives.
- Ensure the delivery of marketing and communications material to a high standard, with accurate and error free content in accordance with the Craigie Leisure Centre Brand Style Guide.
- Monitor, maintain and develop the Craigie Leisure Centre website and associated social media platforms in accordance with relevant protocols and procedures.
- Ensure all financial activities are undertaken in accordance with the City's purchasing protocols and practices.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Comply with Work, Health and Safety (WHS) legislation, City protocols, procedures and other WHS related requirements, and actively support the City safety systems.

4. **KEY ACTIVITIES**

ACTIVITIES
<p>Outcome: Marketing</p> <ul style="list-style-type: none">• Deliver the Craigie Leisure Centre brand through effective marketing and communication activities, in accordance with the Brand Style Guide.• Develop and implement the annual marketing calendar and budget for Craigie Leisure Centre in accordance with lead in times and deadlines.• Create and update marketing templates with campaign and promotion information, using a variety of online software.• Demonstrated experience in Adobe Creative Cloud (Photoshoot, Illustrator and InDesign)• In consultation with Team Leader Marketing & Customer Experience develop creative awareness and acquisition campaigns that result in an increase in utilisation of Craigie Leisure Centre products and services.• Complete project / campaign plans in accordance with campaign brief and within budget.• Develop and implement communications plans to timelines, using a range of relevant, targeted, proven and emerging marketing mediums.• Develop promotional opportunities and ideas from conception through to delivery, utilising market research results, trends and consideration of other concurrent marketing projects and campaigns.• Oversee the preparation of appropriate Craigie Leisure Centre marketing process guidelines and workflow / approval processes.• Undertake accurate and creative digital and print copy writing and proof reading of work to pre-agreed deadlines.• Source quotes and prepare purchase orders for campaigns and marketing related jobs.• Provide professional input and assist in fulfilling the Business Unit Plan and performance objectives for Craigie Leisure Centre.• Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience. <p>Outcome: Digital Marketing and Communications</p> <ul style="list-style-type: none">• Develop and implement the annual e-communications calendar in accordance with lead in times and deadlines.• Develop and implement a monthly social media content strategy.• Manage the creation and development of social media content and advertising and engage Craigie Leisure Centre teams and individuals to contribute.• Prepare monthly social media analytics reports to assess engagement and visitation metrics and recommend improvements.• In conjunction with the Team Leader – Marketing and Customer Experience, develop and implement an annual website strategy to guide website developments that improve user experience.• Utilise the Craigie Leisure Centre website content management system to complete website editing to ensure all online content is relevant and engaging to Craigie Leisure Centre members, accurate and up to date.• Provide advice to Team Leaders in relation to online communications, electronic publications, promotions, website content and further online development in line with the City's Digital Strategy.• Utilise market research, industry trends and results to develop online promotional opportunities and ideas from conception through to delivery for various online and marketing communication strategies specific Craigie Leisure Centre activities and services.

Outcome: Promotion and Brand Awareness

- Determine content and liaise with internal and external suppliers for the design and development of Craigie Leisure Centre publications including, but not limited to, advertisements, newsletters, e-newsletters, flyers, digital assets and signage.
- Utilise digital asset management software to effectively store and manage digital content, including photography and videography.
- Liaise with external suppliers to complete regular photography and videography shoots to maintain a digital library with high quality content.
- Maintain, develop and enhance the Craigie Leisure Centre promotional merchandise for retention, and as an additional income stream

Outcome: Market Research and Reporting

- Develop and coordinate annual market research projects and analysis relating to Craigie Leisure Centre operations and customer segments.
- Analyse and interpret marketing data to identify customer patterns, demographics and prepare detailed reports and with recommendations.
- Assess and report on marketing campaigns and events to ensure objectives are being met.

Outcome: Customer Service

- Provide information on Craigie Leisure Centre activities to City employees and contractors on all matters related to the functions and operations of Craigie Leisure Centre.
- Develop and maintain positive relationships with internal and external stakeholders to enhance Craigie Leisure Centre reputation and brand.
- Maintain liaison with external and internal suppliers to facilitate timely commissioning and delivery of marketing and promotional material.

5. WORK RELATED REQUIREMENTS

Essential Skills, Knowledge, Experience and Qualifications:**Skills:**

- High level marketing skills and knowledge, including advertising, printing and promotions.
- High level ability to coordinate marketing activities, campaigns and projects.
- High level ability to carry out practical marketing tasks.
- High level organisational and time management skills.
- High level copywriting, proof reading and research skills - including the ability to write and edit material suitable for diverse target audiences in a simple and concise style.
- High level initiative and ability to work unsupervised and within a team.
- High level communication and interpersonal skills at all levels within the organisation.

Knowledge:

- Sound knowledge of digital marketing and communication concepts.
- Sound knowledge customer service principles.
- Sound knowledge of the use of content management systems for website management.
- Sound understanding of new technologies and how they can be applied to marketing.
- Sound knowledge of social media content development and advertising strategies.
- Knowledge of community Leisure Centre programs and services.

Demonstrated Experience:

- Demonstrated experience in marketing or promotions role, preferably within a community sport or leisure context.
- Demonstrated experience in developing and implementing marketing campaigns and projects.
- Demonstrated experience in Adobe Creative Cloud (Photoshoot, Illustrator and design).
- Using content management systems for website management.
- Demonstrated experience in developing and editing social media content.
- Demonstrated experience in developing advertising and communication strategies.
- Demonstrated experience in conducting market research and analysis.

Qualifications / Clearances:

- Tertiary qualifications in relevant discipline or equivalent experience.

6. EXTENT OF AUTHORITY

- Exercises a degree of autonomy. Advice is available for complex matters.
- Solutions to problems generally found in precedents, procedures or guidelines. Assistance available.
- Required to set priorities, plan and organise own work.
- Required to exercise judgement and initiative where procedures, practices are not clearly defined.

7. WORKING RELATIONSHIPS**Level of Supervision:**

- Works under general direction.

Internal:

- Digital Marketing Officer
- Craigie Leisure Centre employees
- Communication and Stakeholder Relations Business Unit

External:

- Craigie Leisure Centre customers / members
- General public
- Service suppliers
- Key corporate stakeholders
- Government agencies
- Community groups
- Other local governments

8. POSITION DIMENSIONS

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	0
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