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**POSITION NAME:    MARKETING AND EDUCATION OFFICER**

**SECTION:            THEATRE, ART GALLERY AND PIONEER PARK MUSEUM**

**DIRECTORATE:      BUSINESS, CULTURAL & FINANCIAL SERVICES**

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**1.    REMUNERATION**

Grade 12 of the Griffith City Council Salary System

**2.    REPORTING STRUCTURE**

**a)    Directly responsible to:**

Griffith Regional Arts and Museum Manager

**b)    Positions directly reporting to this position:**

Nil

**3.    PURPOSE**

Responsible for leading the design and delivery of marketing, promotions and digital engagement goals for the Theatre, Art Gallery and Pioneer Park Museum, reaching marketing and engagement objectives including the development and implementation of the annual marketing plans.

**4.    RELATIONSHIPS**

The following are examples of relationships that it is anticipated the position will have:

**Internal**

- General Manager
- Director – Business, Cultural & Financial Services
- Cultural Facilities Committee
- Collegiate Managers/Coordinators (Library, Visitors Centre)
- Other staff

**External**

- Communities
- Art Peak Body Organisations
- Funding Bodies - State and Federal Government Departments
- Visitors
- School Principals and P&C's
- Sponsors
- Media Representatives (Electronic and Printed)
- Contractors

## **5. CORPORATE ACCOUNTABILITIES AND RESPONSIBILITIES**

### **Policies and Procedures**

- Comply with Local Government State Award
- Comply with Council's Code of Conduct, Policies and Procedures at all times
- Maintain organisational confidentiality
- Comply with the requirements of Anti-Discrimination legislation, including Equal Employment Opportunity and all legislative requirements relevant to the position
- Ensure compliance with Council's Code of Conduct, Policies and Procedures within all areas of responsibility
- Ensure the implementation and compliance of appropriate and current Policies and Procedures within all areas of responsibility
- Actively participate and contribute to the development of plans, policies and procedures

### **Customer and Community Relations**

- Ensure an efficient, courteous and professional service to internal and external customers at all times
- Present a positive image of Council at all times
- Promote a culture of understanding exceeding customer expectations
- Ensure effective community consultation and communication strategies are implemented for service delivery and projects where appropriate

### **Work, Health and Safety**

- Ensure all work is performed in accordance with requirements of Work, Health and Safety policies, procedures and legislation
- Report all incidents, hazards and risks to the immediate supervisor
- Maintain and use personal protective and safety equipment as applicable to the role
- Actively participate in Work, Health and Safety activities
- Monitor work practices to ensure proper employee health and safety and respond to identified risks in a timely manner and in compliance with Council's Work, Health and Safety framework
- Acquire and maintain knowledge of Work Health and Safety matters
- Ensure all staff are properly trained in all relevant aspects of health and safety applicable to their role
- Ensure that contractors meet all requirements for Work Health and Safety and monitor for ongoing compliance

### **Teamwork**

- Actively participate as a member of the relevant Council section and department
- Promote and maintain harmonious relationships in the workplace
- Ensure workgroups within all areas of responsibility work cohesively towards the achievement of Council objectives
- Ensure all conflicts are managed in accordance with policies and procedures and in a timely manner
- Promote a culture that encourages and values the contribution of staff to the achievement of Council activities

### **Record Keeping**

- Ensure accurate and timely record keeping in accordance with Council's requirements
- Promote responsible and accountable practices for keeping full and accurate records and information in relation to corporate activities and decisions

### **Training and Development**

- Actively participate in Council's training and development programs as required

### **Continuous Improvement and Innovation**

- Promote the development of more efficient work practices
- Promote a culture of change and innovation by encouraging new ideas
- Identify and propose additional business opportunities that enhance Council's existing capabilities

### **Environment**

- Consider the protection of the environment when undertaking all Council activities
- Consider the protection of the environment in decision making and in the undertaking of all Council activities

### **General**

- Perform other duties as required consistent with the level of competencies of the position
- Ensure efficient and appropriate use of Council resources when carrying out work
- Work with allocated resources and budget to meet or exceed expectations of Council
- Administer and ensure efficient and appropriate use of Council resources

## **6. PRINCIPAL ACCOUNTABILITIES**

- Develop and implement marketing strategies for each facility
- Develop and implement annual marketing calendars for each separate facility
- Shape and implement online community strategy
- Develop and expand online communities and manage social media pages across Facebook, Twitter, Instagram and YouTube
- Manage all marketing collateral
- Administrative support for public programs
- Develop an educational and professional development strategy to meet the needs of schools and the community
- Design and implement sponsorship initiatives for the Theatre, Gallery and Pioneer Park Museum
- Develop an audience development plan to increase participation in the arts and cultural activities
- Maintain and implement the digital marketing strategy for each facility including website maintenance
- Prepare analytical data, correspondence, reports, presentations and promotional materials to inform future marketing strategies

## **7. KEY DUTIES**

- Develop and implement marketing and promotional campaigns and strategies for the Theatre, Art Gallery and Pioneer Park Museum including productions, exhibitions, collections, events and public programs
- Develop achievable communications plans, with measureable success targets against ticket sales, attendance and audience reach. Contribute to strategic discussions to guide and assist team members to achieve these targets.
- Identify and coordinate education programs at the Theatre, Art Gallery and Pioneer Park through liaison with educators, schools, theatre companies, arts professionals, museums, galleries and the community

- Provide concise, relevant work information and reports in response to the Manager's requests within designated timeframes.
- Monitor and present relevant data, trends, analytics, KPIs associated with social media sites and social marketing activities
- Manage marketing collateral for hirers including Electronic Direct Mail, booking advertising and distribution
- Communicate the needs of the community, including marginalised and disadvantaged groups, schools, public institutions and the general public in order to provide a resource for the whole community.
- Update and maintain databases of mailing lists, sponsors, and other relevant fields for each facility including building databases of email addresses

## **8. COMPULSORY REQUIREMENTS OF THE POSITION**

- This position is considered "Child Related Employment" and the successful candidate will be required to undertake a working with children check and achieve a satisfactory outcome.

## **9. KEY SELECTION CRITERIA**

### **ESSENTIAL**

- Certificate IV in either marketing, business, communications, arts management or similar.
- Provide a current Working With Children Check Clearance number for validation
- Demonstrated substantial experience creating and implement marketing and advertising campaigns
- Demonstrated experience coordinating and implementing education and workshops
- Demonstrated strong written communication skills and the ability to produce accurate, concise and timely reports.
- Proficiency in the use of Microsoft Office and other relevant software packages including knowledge of graphic design processes and desktop design.
- Sound communication (oral and written) and interpersonal skills including sound conflict resolution, negotiation, facilitation and presentation skills.
- Hold a Current Class "C" driver's licence.
- Demonstrated enthusiasm and interest in the Griffith community.

### **DESIRABLE**

- Up-to-date knowledge of contemporary arts practice,
- Demonstrated ability to manage collections, and have a passionate commitment to communicating this knowledge
- Sound knowledge of Local Government policy and practices and State and Federal arts funding policies and processes.

## 10. CRITICAL PHYSICAL FACTORS

Described below are the critical physical factors (CPF) associated with this role. The CPF are an indication of the types of duties expected of an employee fulfilling this role. Employees and candidates should be aware that they may be required to perform tasks up to and including these CPF as an inherent requirement of their employment.

### KEY

I ..... Infrequent: exposure to the physical factor two – three times a year on average

O ..... Occasional: exposure to the physical factor less than twice a week on average

F ..... Frequent: exposure to the physical factor 3 - 4 times a week on average

C ..... Constant: exposure to the physical factor more than 5 times a week on average

R ..... Repetitive: exposure to the physical factor multiple times in an hour

S ..... Seasonal: Activity involves seasonal variations

N/A ..... Not Applicable

≡ ..... Winter

\* ..... Summer

Demands	Description	I	O	F	C	R	S	NA
<b>Physical Demands of Job Tasks</b>								
Kneeling/Squatting	Tasks involve flexion/bending at the knees and ankle, possibly at the waist in order to work at low levels		X					
Leg/Foot Movement	Tasks involve use of the leg and or foot to operate machinery							X
Hand/Arm Movement	Tasks involve use of hands/arms - e.g. stacking, reaching, typing, mopping, sweeping, sorting, and inspecting.			X				
Bending/Twisting	Tasks involve forward or backward bending or twisting at the waist.			X				
Standing	Tasks involve standing in an upright position without moving about		X					
Driving	Tasks involve operating any motor powered vehicle		X					
	Tasks involve driving vehicle on unsealed roads.	X						
Sitting	Tasks involve remaining in a seated position during task performance			X				
Reaching	Tasks involve reaching overhead with arms raised above shoulder height or forward reaching with arms extended.		X					
Walking/Running	Tasks involve walking or running on even surfaces		X					
	Tasks involve walking on uneven surfaces	X						
	Tasks involve walking up and / or down slopes	X						
	Tasks involve walking whilst pushing/pulling objects		X					
Climbing	Tasks involve climbing up or down stairs, ladders, scaffolding, platforms, trees, onto plant		X					
	Tasks involve climbing over or under machinery	X						

<b>Demands</b>	<b>Description</b>	<b>I</b>	<b>O</b>	<b>F</b>	<b>C</b>	<b>R</b>	<b>S</b>	<b>NA</b>
Working at heights	Tasks involve making use of ladders, foot stools, scaffolding, etc. anything where the person stands on an object other than the ground.	X						
Lifting/Carrying	Tasks involve raising/lowering or moving objects from one level/position to another, usually holding an object within the hands/arms		X					
	Tasks involve raising/lowering or moving objects from one level/position to another, usually holding an object within the hands/arms for more than one hour at a time - e.g. whipper snipper.		X					
	1. Light lifting/carrying (0-9 Kg)		X					
	2. Moderate lifting/carrying (10-15 Kg)		X					
	3. Heavy lifting/carrying (16 Kg and above)	X						
Restraining	Tasks involve restraining animals / objects							X
Pushing/Pulling	Tasks involve pushing/pulling hand powered objects away from or towards the body. Also includes striking or jerking. - e.g. hammer, hoe.	X						
	Tasks involve pushing/pulling powered objects away from or towards the body. Also includes striking or jerking. - e.g. chainsaw, whipper snipper, jackhammer, drills, grinders.							X
Grasping	Tasks involve gripping, holding, clasping with fingers or hands.		X					
Manual Dexterity	Tasks involve fine finger movements - i.e. keyboard operation, writing, tightening a nut.					X		
<b>Sensory Demands of Job Tasks</b>								
Sight	Tasks involve use of eyes (sight) as an integral part of task performance - i.e. looking at screen/keyboard in computer operation, working in dark environment, etc.					X		
Hearing	Tasks involve working in a noisy area - e.g. boiler room, kitchen, workshop and/or operation of noisy machinery/equipment	X						
Smell	Tasks involve the use of the smell senses as an integral part of the task performance - e.g. working with chemicals	X						
<b>Exposure to Chemical Hazards</b>								
Dust	Tasks involve working with dust - e.g. sawdust	X						
Gases	Tasks involve working with gases							X
Fumes	Tasks involve working with fumes - i.e., which may cause problems to health if inhaled.							X
Liquids	Tasks involve working with liquids which may cause skin irritations if contact is made with skin - e.g. dermatitis	X						
<b>Working Environment</b>								

<b>Demands</b>	<b>Description</b>	<b>I</b>	<b>O</b>	<b>F</b>	<b>C</b>	<b>R</b>	<b>S</b>	<b>NA</b>
Temperature	Tasks involve working in temperature extremes and exposure to outdoor elements - e.g. working in a cool room, working outdoors, boiler room	X						
Confined Spaces	Tasks involve working in confined spaces which may affect individuals with claustrophobia							X

**11. AUTHORITY TO ACT**

Delegations set out in the Council's delegation register or made by the General Manager.

**12. AMENDMENT TO THIS POSITION DESCRIPTION**

This position description may be amended from time-to-time and any changes will be communicated in writing.

Position Description created: April 2019

Job Evaluation Assessment Date: 03/06/2019

**I accept the requirements of the position description and I can deliver its required outputs.**

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**(print name)**

.....  
**(signed)**

.....  
**(date)**