



Department of Biodiversity,  
Conservation and Attractions



# Job Description Form

## Position Details

<b>Position Title:</b> Marketing Coordinator	<b>Position Number:</b> ZPA3120964	<b>Level:</b> Level 4
<b>Division:</b> Commercial Operations and Community Engagement	<b>Branch:</b> Marketing	<b>Section:</b>
<b>Employment Agreement:</b> PSA 1992 / PSCA 2024	<b>Location:</b> Perth Zoo, South Perth	<b>Effective Date:</b> 14 April 2026

## Our Values

Our values drive the way we make decisions, interact with each other, and work together to achieve results.



**We lead with integrity**



**We are curious and brave**



**We empower action**



**We are stronger together**

## Reporting Relationships

<b>Position Title</b> Marketing Manager	<b>Level/Grade</b> Level 6	⇄	<b>Position title</b> Digital Marketing Coordinator Graphic Design and Content Coordinator Content Creator	<b>Level</b> 4 4 4
↑				
<b>Responsible to</b>				
<b>This position</b>				
↑				

### Officers under *direct* responsibility

Position Title	Level/Grade	Approx. no. FTEs supervised
NIL		

## About the Role

The Marketing Coordinator supports the Marketing Manager and broader team in planning, developing and implementing strategically aligned marketing, promotional and digital initiatives that grow visitation, revenue streams and community engagement while strengthening the Zoo’s brand and conservation profile. The role also delivers tourism-focused campaigns, manages digital content and effectiveness, develops design briefs and promotional materials, and drives continuous improvement across marketing processes and outcomes.

<b>Position Title</b> Marketing Coordinator		
<b>Position No.</b> ZPA3120964	<b>Level/Grade</b> Level 4	<b>Effective Date</b> 14 April 2026

Individuals undertake their duties and responsibilities in accordance with the department's [Code of Conduct](#), policies and procedures, and relevant Government legislation.

At Perth Zoo, we are committed to fostering a workplace culture that embodies Perth's Zoo values. Our values are aligned with DBCA and guide our performance and behaviours, ensuring compliance with the Code of Conduct, policies, procedures, and relevant legislation. By embracing these shared values, we create a professional, inclusive, and supportive workplace culture that drives us towards excellence and continuous improvement.

## Responsibilities

### Strategic marketing

1. Assists with the planning, development and implementation of marketing initiatives to support the Zoo's commercial, fundraising and education activities. This includes visitation, tourism, memberships, fundraising, retail, sponsorship, events, functions, weddings, birthday parties, animal experiences and education programs.
2. Use market intelligence and research to identify new marketing strategies and initiatives.
3. Monitors the Zoo brand performance, market trends and opportunities and provides recommendations to further develop the Zoo brand.
4. Collaborates with the Marketing, Media and Communications teams to measure and deliver effective traditional, digital, and on-site marketing.
5. Supports the management and updating of the Zoo's website and other digital assets.

### Marketing campaigns

1. Assists with the co-ordination of advertising activities including development, planning, budgeting, production and media placements.
2. Liaise with media and advertising agencies and organisations to support campaign delivery.
3. Works with internal and external stakeholders to prepare promotional and advertising material, including copywriting.
4. Develops creative briefs and works with the Graphic Design team or agencies on design execution.
5. Plans, implements and evaluates performance of advertising and marketing campaigns in partnership with external agencies.
6. Analyses business intelligences and coordination of required reporting.

### Communication and business relationships

1. Is abreast of competitive landscape and the latest marketing trends and techniques.
2. Maintains strong working relationship with internal and external Zoo stakeholders including agencies, suppliers and partners, and identifies opportunities to support business needs.
3. Supports collaborative relationships across Zoo teams, especially Media and Communications, Events, Commercial Development, Discovery and Learning and Partnerships.
4. Maximises opportunities with business, promotional and media partners across paid, owned and earned channels.

### Workplace culture

1. Contributes to a culture that supports conservation, biodiversity and environmental sustainability.
2. Promotes diversity, equal opportunity and ongoing staff development.
3. Supports best-practice occupational safety and health standards.
4. Fosters a workplace that is safe, respectful and free from discrimination and harassment.
5. Upholds high standards of customer service and ethical decision-making.
6. Supports cooperative, values-driven teamwork aligned with Perth Zoo's mission and organisational objectives.

<b>Position Title</b> Marketing Coordinator		
<b>Position No.</b> ZPA3120964	<b>Level/Grade</b> Level 4	<b>Effective Date</b> 14 April 2026

**Other duties**

1. Undertakes other duties as directed.

**Selection Criteria**

**Applicants should address the following 4 criteria. These should be addressed in no more than 2 pages in total.**

1. Demonstrated recent experience in planning, implementing and delivering effective marketing strategies across paid, owned and earned media, both traditional and digital, supporting sales activity across visitation, memberships, fundraising, retail, sponsorship, events, functions, and education programs, to successfully achieve marketing and business objectives.
2. Experience in a marketing role with demonstrated expertise in generating and applying actionable insights from various data sources including market research, campaign findings and competitor analysis etc. to inform campaign development.
3. Highly developed interpersonal and communication skills, both written and verbal, with the ability to communicate and present clearly and succinctly and communicate effectively to a variety of audiences.
4. Ability to work effectively both individually and in a team, while managing multiple stakeholders and delivering against short time frames in a competitive landscape.

**Desirable criteria will be assessed as required:**

5. Tourism marketing experience.
6. Possession of or progress towards a relevant tertiary qualification.
7. Experience in content management of websites.
8. Knowledge of and commitment to conservation consistent with the role of Zoos.

**Behaviour Expectations** [Leadership Expectations](#) provides a common understanding of the mindset and expected leadership behaviours for all public sector employees. The expected behaviours for this role is [Personal Leadership](#).

**Other position-related information (only relevant ones will be populated)**

<b>Position Status - Permanent</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>FTE: 0.5</b>
<b>National Police Check</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No For more information refer to the department's guidelines on <a href="#">National Police checks</a> .	
<b>Current WA Driver's Licence or equivalent</b> (only specify yes if a driver's licence is required for appointment to the position) <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Medical Assessment</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Working with Children</b> <input type="checkbox"/> Yes <input type="checkbox"/> No If this position works with children, refer to <a href="http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/">http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/</a>	
<b>Allowance and Special Conditions</b> <input type="checkbox"/> District Allowance <input type="checkbox"/> Air Conditioning <input type="checkbox"/> Ranger Leave (Rangers only) <input type="checkbox"/> North West Leave <input type="checkbox"/> No Fixed Hours (Rangers only) <input type="checkbox"/> Other (Please specify)	