



JOB DESCRIPTION

Marketing Officer, Level 5

Position No:

Effective Date: July 2016

SECTION 1 - OFFICE IDENTIFICATION

DIVISION:	Place Management
BUSINESS UNIT:	Place Activation
SECTION:	N/A
LOCATION:	Metropolitan sites
SALARIES AGREEMENT:	Public Service and Government Officers General Agreement 2014

SECTION 2 - REPORTING RELATIONSHIPS

Responsible to:	Manager Place Activation, Level 7	
Other officers reporting to Manager Place Activation	Place Activation Coordinator, Level 5	Site Event and Operations Coordinator, Level 5

POSITIONS UNDER DIRECT SUPERVISION

Title:	Classification:	Number of FTE's supervised and controlled:
Nil		

SECTION 3 – ORGANISATIONAL CONTEXT

The Metropolitan Redevelopment Authority (MRA) primary function is to plan, undertake, promote and coordinate the development of land in redevelopment areas across the Perth metropolitan area.

With a strong, clear vision, innovative design and planning – and in partnership with government, communities and industry – we are building a sense of place, promoting economic wellbeing and social inclusion, connecting people and communities, and protecting and restoring our environment wherever possible.

The MRA Values are; **Listen, Lead, Innovate, and Communicate.**

SECTION 4 - ROLE

The purpose or prime function of the position is to:

Coordinates the planning, implementation and evaluation of corporate and project marketing activities which meet the Authority's strategic objectives.



SECTION 5 - KEY RESULT AREAS AND DUTIES

Marketing

- Manages the development, production and evaluation of marketing materials for sales campaigns, including signage, press ads, media plans, brochures, website copy and presentations.
- Reviews and assesses concepts, writes copy, proofs artwork, and oversees the production of marketing material.
- Coordinates photography shoots for sales campaigns.
- Produces digital content for uploading to MRA websites.
- Develops and evaluates place marketing strategies to achieve business objectives.
- Coordinates and implements event marketing and advertising, cross promotional opportunities, signage and visual merchandising for place marketing initiatives.
- Develops, implements, manages and evaluates market research programs.
- Scopes, briefs, manages, analyses and applies market research findings.
- Liaison with the Government Media Office (GMO) for campaign approval.
- Provides marketing advice to management and staff.
- Manages the marketing budget.

Place Activation

- Implements precinct-based activation plans in accordance with the Place Activation Business Plan and event program.
- Implements community, economic and business development strategies.
- Coordinate precinct sponsorship initiatives including reviewing and evaluating proposals.

Liaison/Customer Interaction

- Procurement and management of consultants including market research, advertising, photography, signage and 3D animation.
- Builds and maintains relationships with internal and external stakeholders to support the achievement of marketing and organisational objectives.

Other

- Provides graphic design services for place activation initiatives when required.
- Assists the Place Management Team with other duties as required.
- Assists in the development of Board and Ministerial reports as required.
- Keeps abreast of marketing and place management trends and their possible impact on the Authority.
- Maintains an awareness and working knowledge of legislation deemed to be relevant to the operation and function of the Authority as set out in the Legislative Compliance Register.
- Ensures compliance with all relevant Government legislation, policy and guidelines.



SECTION 6 - SELECTION CRITERIA

Essential:

1. Tertiary qualifications in a relevant discipline or considerable marketing experience.
2. Demonstrated experience in the coordination and evaluation of marketing campaigns.
3. Demonstrated experience in copy writing and proofing with thorough attention to detail in the development and production of a broad range of marketing material.
4. Demonstrated understanding of the principles of market research.
5. Excellent organisation, time management and problem solving skills to achieve multiple marketing objectives.
6. Good communication and interpersonal skills with ability to work cooperatively with others at all levels.
7. Knowledge and commitment to the delivery of quality customer service.

SECTION 7 - CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

OCCUPANT

EXECUTIVE DIRECTOR

CHIEF EXECUTIVE

Date: _____

Date: _____

Date: _____