



MARKETING COORDINATOR

Fixed Term Contract Opportunity

The Shire of Boddington is a vibrant, connected and evolving local government. We aim to support and grow our tourism industry, fostering economic development and enhancing the quality of life for both our residents' and visitors'. With a recent focus on tourism promotion, the Shire is seeking a values based driven individual, with a strong tourism marketing background and project management skills, to progress key marketing and promotion projects.

The position is responsible for:

- Coordinating the review, design, production, and distribution of tourism marketing and promotional materials. This includes tourism web pages, social media accounts, signage, and print media.
- Developing and implementing a marketing strategy
- Management of marketing projects

The successful candidate will:

- have at least two years experience in a role as a marketing professional with exposure to tourism destination marketing
- have an inclusive communication style with strong collaborative skills
- be results focused and have high attention to detail
- have excellent written communication and time management skills
- have outstanding values and work ethic

An attractive employment package is on offer consisting of:

- 12 month contract, with the possibility of extension
- Competitive hourly rate of up to \$47
- Generous superannuation (up to 23%, with superannuation co-contribution scheme)

The Shire is supportive of flexible working arrangements, which may be negotiated with the successful candidate. Three days per week are considered the minimum to be able to achieve success in this role.

Applicants are requested to provide their resume; a statement addressing the Essential Selection Criteria (not more than three pages) and a cover letter that clearly outlines their experience and suitability as well as their ability to meet the requirements of the role.

To apply for this role, please refer to the **Application Package** on the Shire of Boddington website under Current Vacancies. Applications should be submitted to lauren.portman@boddington.wa.gov.au.

For further information regarding this role, please contact Julie Burton, Chief Executive Officer on 9883 4999.

The position will remain open until a suitable pool of candidates is received, and may close without notice. We therefore encourage you apply as soon as possible.

Only shortlisted candidates will be contacted.

The Shire of Boddington is an equal opportunity employer dedicated to diversity in the workplace. We provide merit-based employment opportunities on the basis of qualifications, values and business needs.

REMUNERATION DETAILS

1. TOTAL REMUNERATION PACKAGE

Item	Upper Limit
Salary	\$ 92,872
Superannuation (11%)	\$ 10,216
Matching Superannuation (6%)	\$ 5,572
Total	\$ 108,660

2. EMPLOYMENT BASIS

Twelve (12) Month Fixed Term Contract, with the possibility of extension

3. HOURS OF WORK

Minimum three (3) days per week, offered flexibly

4. ANNUAL LEAVE

Four (4) weeks annual leave

5. PERSONAL LEAVE

Ten (10) days per year

6. LONG SERVICE LEAVE

Thirteen (13) weeks after ten (10) years continuous Local Government service, transferable between Local Authorities in Western Australia

7. SUPERANNUATION

- a) Superannuation Guarantee 11%
- b) Matching up to an additional 6%

8. PROBATIONARY PERIOD

A six (6) month probationary period is applicable to this position

9. OTHER REQUIREMENTS

- Provision of satisfactory National Police Clearance (issued within the last three months)
- Satisfactory medical declaration prior to commencement
- Current "C" Class Drivers Licence

INFORMATION FOR APPLICANTS

Applicants, who demonstrate that they meet the requirements for the position and who, from their written applications, appear to be competitive, will be considered for interview.

To enable a valid assessment of your application, it must include the following information:

Covering Letter

A covering letter introducing yourself and explaining why you are applying for this position. This is an opportunity to detail your ability to meet the requirements of the role.

Resume (Curriculum Vitae)

Your resume should demonstrate your suitability for the position and contain the following information:

- personal details – e-mail address, name, postal address, contact telephone number/s;
- summary of work experience including dates and details of tasks performed in each position, commencing with the most recent;
- education and training relevant to the position, including photocopies of relevant formal qualifications;
- any activities you have undertaken outside of work which are relevant to your application; and
- details of **at least two referees** who can provide comments on your work performance

Referees

The most valuable referees will be those you reported directly to, being either a supervisor or manager responsible for overseeing day to day performance.

Referee details should be provided on the understanding that they may be contacted without any prior notification.

Other Documents

It is recommended that only copies of supporting documents be enclosed with your application so as to avoid loss or damage to originals.

The Shire will require the provision of evidence of all claimed qualifications prior to commencing employment.

Contact Details

Please provide a convenient telephone number and/or an email address so that you can be contacted if you are invited for an interview, or there are any queries regarding your application.

POSITION DESCRIPTION

1. TITLE

Marketing Coordinator

2. DEPARTMENT

Office of the Chief Executive

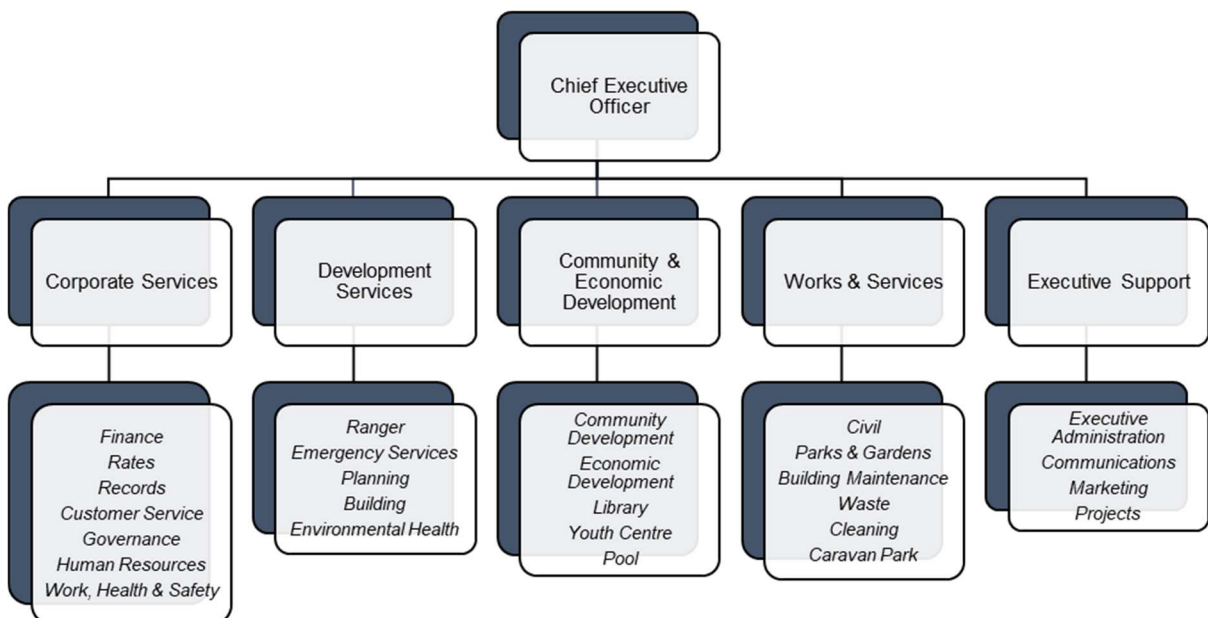
3. SALARY AND CONDITIONS

Salary and Conditions as per the Local Government Officers (WA) Award 2021

4. ORGANISATION RELATIONSHIPS

Responsible To	Chief Executive Officer
Direct Reports	Nil
Internal Liaison	Colleagues
External Liaison	Local Residents; Local Organisations

5. BUSINESS UNIT STRUCTURE



6. KEY RESPONSIBILITIES

Strategic

- Undertake an analysis of current marketing activities, and prepare a Marketing Strategy and association Implementation Plan identifying key priorities
- Deliver presentations to stakeholders regarding marketing initiatives

Destination Marketing

- Develop and implement marketing materials across various channels, including digital and print advertisements, brochures, website content, and social media campaigns
- Identify new marketing channels and innovative approaches to enhance brand visibility and reach target audiences
- Assist with the implementation of the marketing activities identified in the Boddington Tourism Strategy
- Improve presence on social media platforms, including relevant content creation, posting, scheduling, monitoring activity and responding to posts and reviews
- Write engaging content that adheres to SEO guidelines.
- Source and create photographic and video content for the website and social channels
- Manage the establishment of a tourism website for the Shire

Tourism Signage

- Establish brand standards for tourism signage
- Liaise with external creators to design and deliver tourism signage, including regional destination signage on major highways and interpretive signage

Other Duties

- Any other duties consistent with the level of this position and the principles of multi-skilling including providing assistance to the Chief Executive Officer, if and when required.

7. GENERAL RESPONSIBILITIES

- Adhere to the Shire's policies, procedures and Code of Conduct
- Contribute to the attainment and development of relevant Corporate and departmental goals and objectives
- Promote a harmonious working environment respecting all others

Work Health and Safety

As an Employee:

- Work in accordance with the Shire's Work Health & Safety policy and make a proactive contribution to WHS
- Actively participate in the Shire's risk management program, performance review and continuous improvement program
- Cooperate with the Shire in the carrying out of their safety and health obligations under relevant Acts and Legislation
- Conform with duty of care requirements, by ensuring safety of self and of others through the prevention of any adverse acts or omissions
- Participate in developing safe work procedures and follow them
- Not willfully interfere with or misuse items or facilities provided in the interests on safety and health
- Use, store and maintain items, equipment and facilities provided in the interests of safety and health in manner as properly instructed and report any faults/damage
- Use personal protective equipment as directed
- Report hazard and incidents to your Supervisor/Manager
- Participate in return-to-work plans, annual inductions and training as required

8. EXTENT OF AUTHORITY

This position operates under the general direction of the Chief Executive Officer within established guidelines, policies and procedures of the Shire.

9. SELECTION CRITERIA

Essential

- Minimum 2 years' experience in a similar role
- Proven experience in successfully implementing marketing projects and strategies
- Excellent interpersonal skills with the ability to develop and manage relationships with internal and external customers and stakeholders
- Excellent communication skills including the ability to confidently present messages in a clear, concise and articulate manner and work collaboratively across teams and with relevant stakeholders
- High level of organisation, time management skills, with proven ability to manage competing priorities

Desirable

- Experience and knowledge of local government policies, procedures, operations and systems.
- Tertiary degree in a relevant discipline (i.e. marketing, tourism, communications, digital courses etc.)

Employment Prerequisite

- Provision of satisfactory National Police Clearance (issued within the last three months)
- Satisfactory completion of medical declaration prior to commencement
- Current "C" Class Drivers Licence