

## ROLE DESCRIPTION

<b>ROLE TITLE:</b> Marketing Officer <b>CLASSIFICATION:</b> ASO-3 <b>EMPLOYMENT TYPE:</b> Term	<b>TEAM:</b> Relationships <b>LOCATION:</b> Mount Gambier or Whyalla <b>DATE:</b> January 2024
<b>REPORTS TO:</b> Head of Design	<b>ROLES REPORTING TO THIS ROLE:</b> <i>Nil</i>
<p><b>ROLE PURPOSE:</b> Responsible for developing and implementing marketing campaigns that support Arts Centres and Country Arts SA strategic objectives. The role also contributes to the delivery of advocacy plans and communication plans that support Country Arts SA business objectives as well as building significant market intelligence within the Relationships team through their work with Government agencies and media outlets.</p>	
<p><b>KEY RESPONSIBILITIES OF ROLE:</b></p> <ul style="list-style-type: none"> <li>▪ Develop and deliver marketing campaigns for Country Arts SA presents shows and events, including all aspects of marketing campaign budgets and acquittal reporting.</li> <li>▪ Assist with the growth and retention of patron numbers for Art Centres and Shows on The Road performances.</li> <li>▪ Assists with the development of stronger marketing processes and procedures in collaboration with other members of the Relationships team.</li> <li>• Collaborate with the Digital Strategist by designing and delivering of digital marketing, social media, and email marketing as part of campaign and general marketing work.</li> <li>• Contributes to Advocacy work overseen by the Relationships team, including building advocacy messaging into marketing campaigns and communication.</li> <li>• Contribute to achieving the Reconciliation Action Plan.</li> </ul>	
<p><b>KEY RELATIONSHIPS:</b></p> <ul style="list-style-type: none"> <li>▪ Internally: Works closely with Art Centre Managers, all members of the Leadership team, the Development Director and staff in the Experiences and Sustainability teams.</li> <li>▪ Externally: Works closely with patrons, communities, arts and producing companies, State Government agencies (Wavemaker), media outlets and local Government bodies.</li> </ul>	
<p><b>SPECIAL CONDITIONS:</b></p> <ul style="list-style-type: none"> <li>▪ Occasional intrastate/interstate travel and Out of Hours work may be required.</li> <li>▪ Hold a current Australian Driver's Licence.</li> <li>▪ Required to participate in the Country Art's Staff Development Review Process and achieve performance targets as negotiated and mutually agreed with the line manager.</li> </ul>	

### KEY SELECTION CRITERIA:

- Proven ability to deliver innovative marketing campaigns that meet targets within set budgets inclusive of digital marketing elements
- Proven ability to build a strong, positive professional network within the arts and government agencies.
- Highly organised with an entrepreneurial approach and a willingness to adopt sustainable practices and procedures.
- Demonstrated problem solving skills and an ability to work flexibly across team structures.
- Experience working with South Australian advertising agencies (Wavemaker, Carat, etc).
- Detailed knowledge of the arts industry and

### DESIRABLE:

- Experience working with CRM databases
- Experience working in related fields such as tourism and/or event management
- Experience working with high value sponsors and donors for experience delivery

### YOU DEMONSTRATE OUR VALUES:

Our Values are central to the way we work and are the cornerstones for how we interact with industry, community, business partners, governments, and each other:

- We keep regional South Australia at our core of being informed, led by and responsive to regional communities **(Place)**
- We generate local and national legacies by embedding artists in regional communities **(Impact)**
- We embrace experiences and perspectives of regional South Australia's diverse communities and address the barriers that stop people from getting involved **(Equity)**
- We nurture, celebrate, and showcase creativity from across regional South Australian **(Creativity)**
- We embrace diversity and act with integrity, transparency, and generosity **(Respect)**

### WORK HEALTH AND SAFETY OBLIGATIONS:

- Maintain a commitment to the Work Health and Safety Act 2014 legislative requirements.
- Proactively promote and follow workplace safety procedures and contribute to creating a safe working environment.
- Accept responsibility for your own and other's safety.
- Actively participates in consultation about work, health, and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

### CORPORATE RESPONSIBILITIES:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the *Public Sector Act 2009*, Ethical Conduct and the Code of Ethics for *South Australian Public Sector* and their legislative requirements.
- Supporting and advocating Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. Maintaining a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other underrepresented groups.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.

## **CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION:**

### **Holds Big Picture View at Local and Individual Level**

- Sees the big picture and understands how their work contributes to the strategic direction.
- Understands and supports organisational goals and business objectives.
- Responds in a positive and flexible manner to change and uncertainty.
- Identifies, defines and solves problems that may impact on own work objectives.
- Demonstrates an understanding of both internal and external factors and influences that may affect own work outcomes.

### **Achieves Results**

- Understands individual and team capabilities and makes effective use of own capabilities.
- Takes into account the associated advantages and disadvantages of a range of options to deliver the best results.
- Understands how work practices are governed by Public Sector legislation, regulations and policies.
- Sees work tasks through to completion with agreed timeframes to achieve quality outcomes.
- Applies specialist expertise of self and others to achieve business outcomes.

### **Promotes Business Excellence**

- Provides support to implement new innovative initiatives and promotes change.
- Gathers and investigates information from diverse sources to keep abreast of new developments and changes in the Public Sector environment.
- Seeks out and participates in learning opportunities. Understands and acts on constructive feedback and works towards agreed performance standards.
- Promotes a strong customer service culture by understanding needs.
- Assists and supports financial monitoring, procurement and contract procedures.

### **Builds Positive Working Relationships**

- Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns.
- Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict.
- Works collaboratively and shares information with own team and seeks input from others.
- Builds and sustains positive relationships with team members, stakeholders and clients.
- Confidently communicates messages in a clear and concise manner using appropriate language.

### **Displays Personal Drive and Professionalism**

- Acts with integrity and promotes consistency among principles, organisational values and ethical behaviour.
- Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them.
- Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner.
- Self-evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others.
- Committed to self-development.
- Contributes to a culture that values and respects diversity and models this in all interactions.
- Ensures standards for the safety and wellbeing of self and others are maintained