

Position Description

Position title:	Marketing and Business Development Coordinator
Directorate:	Strategy and Engagement
Service Unit:	Major Events and Corporate Affairs
Reports to:	Marketing Manager
Direct reports:	Nil
Salary point:	SP14
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle West
Date revised:	July 2021

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable and sustainable global city**. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Major Events and Corporate Affairs

Major Events and Corporate Affairs is a diverse, multi-faceted team that provides strategic support throughout the organisation.

Creative and versatile with a focus on clear communication, we work within our team and across other service units on a range of projects that connect and promote City of Newcastle and our services to the community.

We think outside the square to provide guidance and direction across written and visual mediums, craft internal and external communication collateral and promote our corporate services and facilities to relevant audiences.

Delivering initiatives to attract and support community, business and major events allows us to help create a vibrant, activated city, while also driving awareness of Newcastle's tourism value through destination marketing, brand awareness and visitor information.

To build and maintain trust in City of Newcastle itself, we engage with the community and stakeholders during decision-making, and liaise with the media around our facilities, activities, and achievements.

What's the focus of this position?

City of Newcastle's Marketing and Business Development Coordinator works in the Marketing division within Major Events and Corporate Affairs, reporting to the Marketing Manager. This position will develop and deliver an overarching marketing plan to position City of Newcastle's cultural facilities (Civic Theatre, Newcastle Museum, Newcastle Art Gallery, Fort Scratchley, Newcastle Venues) and programming with the consumer and business markets to ensure forecasted KPI's are achieved, and the plan is delivered in consultation with stakeholders within agreed timelines and budgets.

What you'll be doing:

- Develop strategic plans for individual institutions, from tactical promotional plans to annual marketing plans.
- Design strategic audience development initiatives to ensure audience growth, reach and profile. This includes gathering relevant statistical data and interpreting data into tactical promotional and marketing campaigns and initiatives.
- Initiate and manage marketing activities to ensure cultural facilities and their programming are a vital factor in Newcastle, being a competitive event destination.
- Work within the Service Unit, including with media and digital leads, Social to develop communications strategies to support marketing initiatives and the facility's reputation.
- Contribute to digital and social media strategies to address key objectives for programming promotion, audience growth and engagement. Platforms include facility specific websites and social media channels.
- Identify opportunities and develop marketing programs to support business and product development initiatives including ticketing, venue hire, retail and food and beverage services.
- Keep abreast of customer trends, service usage and client segmentation, including emerging markets, developing initiatives to support priority areas.
- Provide strategic recommendations on the Marketing and Advertising strategy, business development initiatives and public program initiatives.
- Identify and develop marketing/media corporate partnership and sponsorship opportunities and investigate grant application opportunities that provide revenue streams and/or in kind support. Manage marketing budgets, aiming to demonstrate media buying efficiencies and capitalising on strategic opportunities.
- Develop and implement suitable strategies to position our selected venues for hire within the Business Events market
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

The essentials you'll need:

- Bachelor's Degree in Marketing or a related qualification, and/or demonstrated capability through past employment experience.
- Proven ability at developing and implementing appropriate digital media initiatives including website management.
- Demonstrated experience converting marketing/communications deliverables into measured outcomes.
- Experience in gathering, interpreting and applying statistical data into successful marketing and promotional initiatives.

- Proven ability at developing partnership programs and increasing sponsorship income.
- A high level of written and oral communication skills, including the ability to deliver presentations, produce creative writing and reports and ability to interact with all levels of staff/community and clients.
- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.

Other valuable skills you may have:

- Demonstrated experience in a marketing position, developing and implementing successful audience development programs within the cultural industries.
- Demonstrated passion for the cultural industries with enthusiasm and initiative to identify an opportunity and then see it through to completion.
- Current C Class drivers' licence.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	