

City of Marion

Unit Manager Marketing and Events

Dot points:

A role that has a positive impact on the community
Promote programs & services & help shape the brand
Level 7 -\$104,896 + super

Short Descriptor

For the energetic intrepid leader this role has a positive impact on the community, promotes the programs services and manages an events program that seeks to improve the residents' quality of life.

Body of the ad

Marion is one of the largest Councils in South Australia, serving more than 92,000 residents in Adelaide's southern suburbs. Council offers its community 160 different services while maintaining over \$1 billion in assets. Council prides itself on innovation, achievement, respect and integrity and the satisfaction of knowing its work is helping improve residents' lives in this thriving community.

The role of the Unit Manager Marketing and Events will appeal to the marketing specialist who is looking for a role that has a positive impact on the community. As an energetic, curious, and courageous leader you will be responsible for promoting a huge variety of programs and services while building and managing event programs for the City of Marion. This will mean you will help shape the brand and ensure the community understands Council's purpose - to improve the ongoing quality of life of community members; smartly and efficiently.

You will be responsible for developing and implementing the marketing and communications strategies with the aim of increasing civic participation, improving the Council's identity, brand and presence in the community whilst also strengthening two-way communication with internal partners and external stakeholders. This will see you providing advice and support across the business in the development of creative communications and marketing material to support campaigns and significant Council and civic events.

Success in this role will come from your comprehensive knowledge of principles related to marketing and communications, demonstrated experience in brand marketing and the development and implementation of marketing and communication strategies and business plans. You will need experience in coordinating digital communications channels and have sound knowledge of web-based technology, social media and the strategies that guide online practice. Your experience is ideally supported by tertiary qualifications in marketing or digital communications.

If you are an energetic, curious, and confident leader who is an experienced marketing specialist and you are looking for a role that has a positive impact on the community then this is the job for you!

Your commitment to displaying the values of the organisation – Achievement, Innovation, Respect and Integrity – while delivering a quality customer experience to their community will make you a valued team member.

To support the future workforce of the City of Marion Council, we are seeking individuals who possess agility, resilience, empathy & IT competence.

To request a copy of the position description please email admin@ashbymagro.com.au

Brief telephone enquiries may be made to Allison Ashby on 0414 731 313.

Applications should include a covering letter and resume in Word format and may be submitted by clicking the “apply” button below or through our website www.ashbymagro.com.au

Applications should be received prior to 9am 25 October 2021.