



Wangaratta Sports and Aquatic Centre

Join us and help build the Premier Sports and Events Precinct in regional Victoria.

The Centre

Wangaratta Sports and Aquatic Centre has a proud history of serving the local community and looks today very different to when the original Basketball Stadium was opened in 1974. Squash courts were added in 1987, aerobics studios in 1992 and a major redevelopment and addition of indoor pools opening in 2002. Like the Wangaratta community itself, the centre has grown and changed with the times. We are now ready to start our stadium expansion adding an additional 2 basketball courts, upgrading our show court and extending the gym space.

We are looking for people with positive and dynamic mindsets to join us and drive this exciting new chapter for the benefit of the local community.

Employment

This position is available with the Rural City of Wangaratta based with the Wangaratta Sports and Aquatics Centre team.

POSITION DESCRIPTION

Position Title	Marketing Officer
Position Code	7018
Business Unit	Wangaratta Sports and Aquatic Centre
Work Group	Wangaratta Sports and Aquatic Centre
Required hours	This role can be delivered on site or remotely. The incumbent is required to attend an onsite meeting once a month for 2 – 3 hours.
Position Classification	Band 6
Effective Date	May 2021



Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport, and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. In this context we have a vision to build the best sports, aquatics, and events precinct in regional Victoria – bringing significant social, recreational, health and economic benefits to our community. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues. □
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest, and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems, and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

1. Position Objectives

- To work consistently to our vision of developing the Premier Regional Sports & Events Precinct in Victoria.
- To increase the number of members and participation in programs and services at WSAC facilities by marketing and promoting the programs and services

2. Working Relationships

Reports to	Manager – Sports, Aquatics & Events Manager
Supervises	NIL
Internal Liaisons	Customer Experience Officers, Learn to Swim Team Leader, Bookings Administration Officer, Health Programming Coordinator
External liaisons	Members, User groups, local community groups



3. Key Responsibilities

Marketing and Promotion

- In conjunction with the Sports, Aquatics and Events Precinct Manager develop, implement and coordinate marketing and promotional activities for all programs and services to maximise the level of participation.
- Promote programs and memberships to all existing and potential members.
- Manage content for WSAC's social media platforms, website, newsletters and brochures
- Assist Sports, Aquatics and Events Precinct Manager in conducting research that helps WSAC identify new programs or enhance existing programs.
- Ensure all marketing materials comply with Council style and branding requirements and maintain a consistent, professional standard.

General

- Represent WSAC & RCoW in a professional manner at all times.
- When required, provide administrative support including but not limited to, word processing, photo copying, preparing mail outs, collating customer survey data, clerical work.
- Other duties as required.

Risk Management and OH&S

- Ensure a safe and healthy environment by fulfilling the responsibilities and requirements of Council's health and safety system and health and wellbeing program.
- Exercise reasonable care to prevent injury to him/herself and others who may be affected by his/her duties and actions.
- Exercise due care for Council property for which this position is responsible or issued.
- Ensure a child safe environment and contribute to a culture of child safety by fulfilling the responsibilities and requirements of Council's Child Safe Policy and Procedures.

4. Core Physical Requirements

- Capacity to lift items unspecified in weight within individual limits.
- Capacity to undertake office-based activities including sitting at a desk and using a computer for extended periods.
- Capacity to walk up and down stairs frequently.

5. Accountability and Extent of Authority

- The Marketing Officer is accountable to the Sports, Aquatics & Events Precinct Manager.
- Promote WSAC facilities and programs to the community and member groups.
- Work may involve improving and/or developing methods and techniques from previous experience, guidance and advice is usually available.
- Works as part of a collaborative team where key projects and priorities are jointly set.
- Work independently with external stakeholders to progress the outcomes of the organisation and to deliver on key organisational projects.



6. Judgement and Decision Making

- Exercise initiative and common sense in solving day-to-day issues.
- Solve problems and make decisions based on the application of organisational and team strategies and systems.
- Although work objectives are well defined, this role may involve problem solving as some problems may be of a complex nature; guidance is usually available from the Manager – Sports, Aquatics & Events Precinct or the Customer Experience & Participation Coordinator.
- The objectives of the work performed are clearly defined with established procedures well understood and clearly documented.

7 Knowledge and Skills

7.1 Specialist Skills and Knowledge

- Ability to implement effective marketing strategies that increase the positive profile of WSAC and raise public understanding of programs and services.
- Ability to assess situations and events and identify opportunities for improvement.
- Creative thinking skills.
- Demonstrated commitment and capacity to work flexible hours to reflect the operational requirements of the service.

7.2 Management Skills

- Effective communications skills and ability to achieve commitment from others.
- Ability to manage time, plan and organise own work to achieve specific and set objectives efficiently and effectively with a minimal level of supervision.
- Good computer and written communication skills for the purpose of completing routine workforms, including experience in Microsoft Office, Perfect Gym, In Design, Canva and Mailchimp.

7.3 Interpersonal Skills

- Willingness to work as part of a team and share information and expertise
- Strong verbal and written communications skills.
- Ability to gain co-operation from stakeholders and business units across the organisation and external stakeholders.
- Ability to maintain member and patron confidentiality.
- Approachable and positive attitude.
- Display confidence and flexibility in service delivery and the execution of tasks.
- Demonstrated commitment to our values.



8. Qualifications & Experience

- A recognised qualification in business / marketing or similar discipline.
- Demonstrated experience in delivering marketing campaigns focussed on membership sales and retention.
- Experience in website and e-marketing tools and social media channels and strong working knowledge of marketing communications.
- Experience in using graphic design programs (In Design or Canva preferred).

Minimum qualifications

- Must maintain a satisfactory Police Check

And if venue based:

- **HLTAID003** Provide first aid
- **HLTAID001** Provide cardiopulmonary resuscitation
- Working with Children Check

Desirable qualifications

- Experience in an aquatic, leisure or recreation environment or similar membership based organisation (highly regarded)

9. Key Selection Criteria

- Proven experience in delivering marketing campaigns focussed on membership sales and retention.
- Ability to think creatively, implement innovative ideas that will promote leisure programs, services and facilities to engage new and existing members.
- Demonstrated ability to plan and schedule differing work demands in order to meet multiple priorities, tasks and deadlines
- Well-developed interpersonal and communication skills including effective relationship management skills and the ability to work effectively with a diverse range of stakeholders.
- Demonstrated skills and experience in the use of graphic design programs, website and e-marketing tools and social media channels

Authorised by: Director – Director – Community Wellbeing

Date:

Employee's Signature:

Date:
