# <Insert your logo here>

# POSITION DESCRIPTION

**Title:** Marketing Officer – Community Relations

**Section:** Marketing

**Reports to:** Marketing Manager

**Start Date:** 1 July 2026

**Review Date:** Position is subject to a three month probationary period and then reviewed annually.

**Pay Rate:** $xxxx pa/ ph

**Position**

**Objectives:** The Marketing Officer is responsible to the Marketing Manager for assistance with the efficient operation of the marketing functions of the Centre. This is a coordination role where public relations and communication skills are essential. This position also has responsibility for developing strategies for educational and youth programmes and workshops.

**Department**

**Objectives:** The Marketing Department services the needs of the venue through the development of marketing strategies; the planning and placement of advertising; developing relationships with community groups, special interest groups, schools and sponsors; the preparation and delivery of media and sponsor information; the monitoring; and the collation of research material.

**Essential Criteria:** The position requires:

* marketing skills and/or a demonstrated interest in marketing
* ability to maintain relationships with key stakeholders, sponsors, community members and the public
* computer skills in the areas of word processing, spread sheets, desktop publishing
* ability to undertake basic market research
* excellent written and oral communication skills
* very organised and have an outgoing personality
* an ability to work under pressure and manage time effectively
* a strong team player, prepared to perform a range of tasks including basic administration
* attention to detail and a high degree of accuracy
* an interest in events and live performance

**Desirable Criteria:**

* experience in Adobe Creative Suite
* experience dealing with sponsors and key stakeholders

**Responsibilities:**

* establish and maintain relationships with community groups, special interest groups and schools in consultation with the Marketing Manager
* Collation and creation of sponsorship packages in consultation with the Marketing Manager
* Assist with sponsorship functions of the Centre in consultation with the Marketing Manager
* Coordinate and assist where required with school workshops and supplementary programming events (e.g workshops, pre and post-event functions)
* Maintain contact lists and databases for schools, special interest groups and community groups
* Build strategic relationships with local businesses and key community members
* Assist with social media functions of the Centre
* Distribution of printed marketing material to local businesses and outlets in the region
* Other related duties as required

**Extent**

**of Authority:** The incumbent has authority to act within established practices with reference to directed procedures, other documented methods and given instructions. The position reports to the Marketing Manager.

**Hours of Work:** 38 hours per week, Monday to Friday. Usual office hours of 8.30am to 5pm with a meal break. Some work outside these ‘usual’ hours may be required for shows and events.

**Salary:** Award rates – based on age and experience plus superannuation contributions as determined by regulation.

**Other Benefits:** Annual leave, sick leave, superannuation etc

**Acknowledgement of Position Description:**

By signing this document, I acknowledge that I have been provided a copy of the Position Description for the position of Marketing Officer – Community Relations and agree to undertake the role as outlined in the Position Description.

Name of Employee .

Signature .

Date .

Witness Name .

Signature .

Date .

***Note:*** *This is a template only. Please customise the content to suit your organisation’s needs. It is recommended that you revert to black font once complete****.***

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