Marketing Officer

Band 3

Part-time (0.6 FTE)

Fixed Term Maternity Leave Vacancy

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<td>APPROVED BY HR ADVISER</td>
<td>ANTHONY LANGLEY</td>
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<td>APPROVED BY MANAGER MARKETING</td>
<td>SUE CURWOOD</td>
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<td>APPROVED BY CHIEF EXECUTIVE OFFICER</td>
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ABOUT THE SHRINE
The Shrine of Remembrance is Victoria's pre-eminent memorial to the service and sacrifice of Australian men and women in times of war and peacekeeping. It is a building with a soul, featuring the stories of extraordinary people whose efforts and experiences helped shape our nation.

Located at the southern end of Melbourne’s cultural arts precinct, the Shrine is open seven days a week. Over one-million people visit and engage in its commemorative and public educational programs each year.

CHARTER, VISION, MISSION AND VALUES
Charter
The objectives of the Shrine of Remembrance are defined in the Shrine of Remembrance Act 1978, as are the duties of Trustees, which are:

1. Responsibility for the care, management, maintenance, preservation of the Shrine of Remembrance;
2. The development, promotion, management and the staging of ceremonial activities and events to commemorate the service and sacrifice of Victorians and Australians in war, conflict, peacekeeping and peacemaking, including, but not limited to, wreath laying and other ceremonial or commemorative activities; and
3. The development, promotion, management and implementation of public programs to inform, education and promote understanding among Victorians and visitors about the history, experience, service and sacrifice of Victorians and Australians in war, conflict, peacekeeping, and peacemaking, including, but not limited to, exhibitions, lectures, publications, school learning and outreach programs.

Vision
That all Victorians remember, value and commemorate service and sacrifice.

Mission
To engage all Victorians in commemoration through reflection, ceremony, education and learning.

Values
The Shrine will adhere to, and be known for, the values of integrity, loyalty, service, respect and inclusion.

THE OPPORTUNITY
1. The Shrine of Remembrance is a Melbourne icon, consistently ranked among the nation’s leading visitor attractions, it maintains a position of superior reverence in the community.
2. The Shrine provides various programs and activities highlighting the service and sacrifice of over 400,000 Victorians in armed conflicts and peacekeeping operations over the past 100 years.
3. The Marketing Officer supports the Marketing Manager to promote and increase awareness and participation in the Shrine’s core activities and programs.
4. The Shrine is a small organisation but maintains high levels of visitation and public programming each year. Community awareness and engagement are achieved through various marketing and promotional campaigns across traditional media and digital channels.
5. The role requires a digital savvy individual with a can-do attitude who is capable of proficient execution of marketing initiatives and programs to enhance the Shrine’s standing in the Victorian community and advance public engagement in commemoration through education and learning.
ORGANISATIONAL RELATIONSHIP
The Marketing Officer reports to the Marketing Manager and forms part of the Office of the CEO, as represented in the Shrine Organisational Chart. The incumbent will provide marketing support across the organisation.

DUTIES SPECIFIC TO THE POSITION

Marketing
- Implement tactical marketing initiatives to serve the Shrine’s vision and mission.
- Support implementation of the social media strategy and develop and schedule brand-aligned content (paid and organic) across key and emerging channels.
- Co-develop and drive digital media strategies across a number of platforms.
- Maintain and advocate the Shrine brand and Shrine visual identity.
- Produce promotional advertising, collateral and identity pieces—including website, email and digital listings—to support brand value, recognition and reach across all programs.
- Support analysis of visitor intercept surveys to inform and direct future marketing activities.
- Maintain accurate performance metrics and supply data for monthly reports.

Promotion
- Support identification and fulfilment of promotional opportunities and liaison with industry and media (TV, radio, print, online) to maximise positive exposure for the Shrine and its programs.
- Maintain a database of media and marketing contacts, including suppliers.
- Maintain a database of images for use in marketing, communications and promotions.
- Process applications for photography at the Shrine of Remembrance.
- Assist in the planning, coordination and delivery of major events.

Relationship Based Programs
- Support the production of Remembrance magazine (a semi-annual, full colour, members’ magazine).
- Support promotion of partnership programs for Shrine Friends and corporate supporters.

KEY RESULT AREAS
- The Shrine’s standing as Victoria’s pre-eminent memorial and a leading visitor attraction is maintained and extended.
- Delivery of agreed marketing activities is accurate, timely and of high quality.
- Visitor engagement and visitor satisfaction measures are maintained or improved.
- Work practices and actions reflect the Shrine’s values, contribute to agreed organisational goals and are consistent with contemporary workplace values, community expectations and statutory requirements.
- Internal and external relationships are maintained in a positive and effective way.

COMMUNICATION
- The Marketing Officer will employ a range of communication skills and resources including formal and informal verbal and written methods to establish and develop effective, timely and respectful communication with all stakeholders at all times.
- The Marketing Officer will, as required, establish, maintain and develop positive professional communications and working relationships with the executive management team; Trustees; Life Governors and Governors; other members of Shrine Committees; staff; volunteers; contractors and service providers; members of the public; ex-service associations, especially RSL and Melbourne Legacy; local, state and federal government agencies, their employees and suppliers; media organisations and various direct service providers.
CORPORATE RESPONSIBILITIES

• Support the Marketing Manager in ensuring marketing activities are conducted in accordance with the Shrine’s objectives and Trustees’ approved and endorsed strategic and operational plans, policies and budgets.
• Staff are required to comply with all OHS policies, procedures and requirements and take reasonable care to protect their own health and safety and the health and safety of others in the workplace. All staff are required to immediately report any incidents, hazards or near misses to the relevant supervisor and actively participate in hazard elimination where required.
• Compliance with all other Shrine policies and procedures.

SELECTION CRITERIA

Essential

• Tertiary qualifications in a relevant discipline (e.g. marketing, advertising, media or communications).
• Experience in digital marketing, including demonstrated effectiveness in utilising social media and other digital platforms to build brand equity.
• Strong interpersonal skills: especially the ability to relate to people at all levels of the community.
• Highly developed verbal and written communication skills (including competency in the Office 365 suite of programs).
• Demonstrated ability to work independently and collaboratively across teams.
• Proven ability to work under pressure to achieve strict deadlines and quality output.
• Empathy for the objectives of the Shrine of Remembrance.
• A basic understanding of financial procedures and processes.

Desirable

• Previous experience in a visitor attraction or for purpose organisation.
• Exposure to the Victorian tourism industry, including demonstrable experience in successful promotion of products and services specific to a tourism market.
• Experience in the use of Adobe Creative Suite, Microsoft SharePoint, Cumulus, CRM, website content management and booking systems’ software.
• Knowledgeable in SEO, SEM and PPC tactics, incorporating keyword research and Google Analytics

CONDITIONS OF EMPLOYMENT

• The conditions of employment relating to this position are as contained within the Shrine of Remembrance Enterprise Agreement and the applicable policies of the Shrine of Remembrance.
• This is a part-time temporary fixed term position of 0.6 FTE. The regular days and hours worked will be agreed in advance with your manager and fall between Monday – Friday each week, with a requirement to work on some major ceremonial days such as Anzac Day or on occasion after hours and weekends.
• Pro rata leave entitlements will apply, i.e. annual, sick and long service leave.
• Annual performance and development reviews will be undertaken in accordance with the Shrine Performance Development Review Guidelines.
• Appointment is conditional upon successful police and ‘working with children’ checks.
• External candidates will be required to undergo and pass psychometric testing by the Shrine’s nominated provider.
• An employment probation period of three months will apply.
• Provide proof of any post-secondary qualifications or industry accreditations.
• Accessibility: The Shrine will continue to create and maintain an accessible and inclusive environment for staff. The Shrine will give due consideration to any reasonable specific adjustments necessary to the workplace to accommodate a staff member.