

Position Description

Position Title	Marketing Coordinator
Position Number	COM02
Directorate	Community Development
Business Unit/s	Customer and Communications
Reports to	Service Lead – Marketing and Communications
Classification	Level 9 – Inside Workforce Agreement

Organisational Overview

The City of Stirling is located 8km north of Perth's central business district and covers an area of around 100km² from Scarborough, Trigg and North Beach in the west to Balga and Inglewood in the east, and from Beach Road in the north to Herdsman in the south.

The City is the largest local government by population in WA with almost 250,000 residents. We provide more than 200 services to our thriving community, including recreation centres, libraries, home and community care, safety and events.

The City has a workforce of around 1,200 people and a genuine commitment to invest in our employees to achieve an inclusive, diverse, engaged and capable workforce. The City is recognised for supporting work-life balance through a wide range of flexible work options and offering a range of policies and benefits to create opportunities and an enjoyable and fulfilling employment experience.

Organisational Vision, Mission Statement and Values

Vision

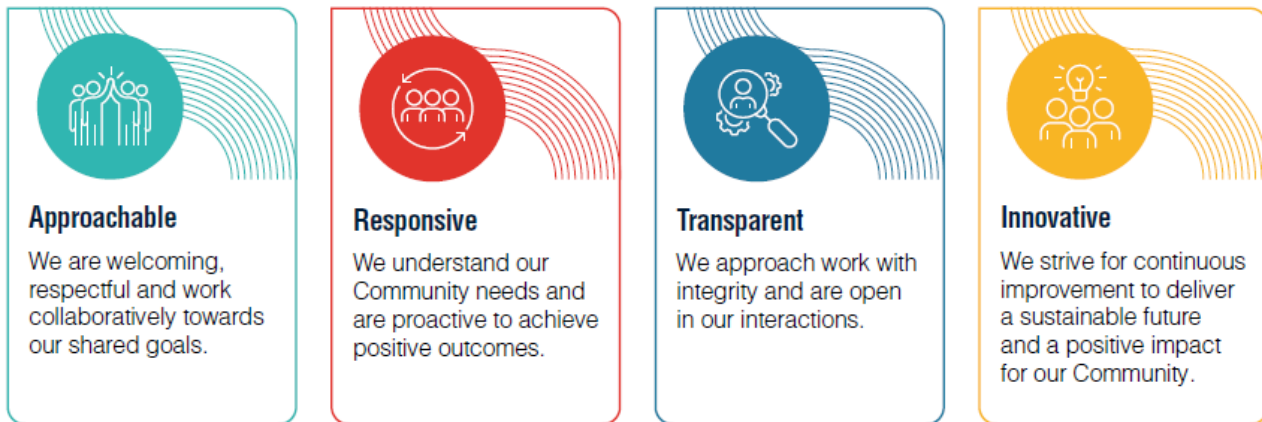
A sustainable City with a local focus.

Mission Statement

To serve our community by delivering efficient, responsive and sustainable service.

Values

The City of Stirling's core values are:



Reporting Relationships

This position reports to the Service Lead Marketing and Communications as leader of the Marketing sub-team. It has direct reports including Senior Graphic Designer, Graphic Designers, Marketing Officers and the Marketing and Communications Business Support Officer.

Business Unit Objectives

The Marketing and Communications team forms part of the Customer and Communications business unit, whose objectives are to:

- Identify, analyse, plan and implement actions designed to engage with stakeholders, ensuring the City understands and responds to the views of the community.
- Strategically manage the communication and marketing of the City's projects, initiatives, activities, decisions and services to the community and other stakeholders.
- Create a customer focused organisation by ensuring customer service delivery and employee interactions represent the organisation positively and professionally and customers are placed at the centre of decision-making.
- Lead the digital transformation of the City of Stirling - driving systems integration and enhancing efficiency and effectiveness and allowing the City to communicate with its customers using modern, efficient and functional applications.

Within the business unit, the Marketing and Communications service area role and purpose is to lead and deliver community-driven marketing, communications and digital activities that enhance and protect the City's brand and reputation while promoting our services, programs and projects to the community.

Position overview

The Marketing Coordinator oversees the Marketing sub-team, ensuring effective delivery of marketing plans, graphic design, branded signage, small format print, strategic brand development and governance. The Marketing team is the conduit between the City's 16 business units and five directorate offices plus all in-house or external creative services such as graphic design, professional photography and videography, branded signage, printed collateral and advertising. While business units retain accountability for project ownership, technical accuracy, subject matter content, approvals and required budgets, the Marketing Coordinator is accountable for the quality, prioritisation and delivery of agreed Marketing services and advice.

This leader fully manages the daily operations of sub-services within the Marketing team including human, financial, equipment and technological resources available to the service area. A strong grounding in contemporary and strategic marketing and an in-depth understanding of working in a large and complex organisation is essential.

A proactive, collaborative and outcomes-focused attitude is key for an experienced and high performing leader working closely with colleagues in the Communications and Digital teams. Outstanding interpersonal skills, political awareness, a keen eye for detail, strong relationship-building skills are integral to success. The ideal candidate is able to prioritise marketing activities based on their contribution to corporate priorities, reputation and community outcomes, providing strategic advice to maximise organisational impact and value.

Position Objectives

Team leadership

To lead and inspire a high-performing team with a positive, proactive culture.

- Lead assigned corporate and strategic marketing projects and programs, from identification and planning through to implementation and evaluation, to promote City services and achieve organisational priorities.
- Lead, guide, empower and support the Marketing team to deliver and manage a range of marketing services, ensuring effective and efficient provision of those services to business units.
- Coordinate and supervise the activities of all Marketing team staff including recruitment, training, deployment and evaluation.
- Liaise with the Service Lead Marketing and Communication and Manager Customer and Communications for budgeting, financial and administrative requirements of the Marketing team.
- Actively contribute to policy development and strategic planning for the Customer and Communications Business Unit as one of three coordinators in the Marketing and Communications leadership team.
- Develop, embed and reinforce team processes and systems that support the objectives, projects, outcomes and the team in alignment with City of Stirling values and priorities.

Strategic marketing

To lead and oversee the delivery of marketing activities that work towards achieving strategic City goals.

- Lead integrated annual marketing planning and prioritisation for the Marketing sub-service, using organisational priorities, audience insights, available resources and evaluation findings to guide investment and delivery.
- Lead the governance, custodianship and ongoing development of the City's brand architecture, ensuring consistent and effective application of brand standards, visual identity, messaging and positioning across all customer touchpoints, channels, projects and initiatives.
- Provide expert strategic marketing and brand advice to business units on assigned projects to ensure alignment with Council priorities, community expectations, corporate objectives and the City's desired reputation.
- Plan, implement and evaluate the effectiveness of major corporate publications and marketing initiatives.
- Prepare budgets, budget reviews, performance reports, correspondence, review reports and Council submissions as required to meet external and internal reporting requirements.

- Ensure significant marketing initiatives have clear objectives, defined audiences, appropriate delivery approaches and proportionate evaluation.

Relationships and stakeholder management

To cultivate and leverage relationships by engaging internal and external stakeholders to achieve positive marketing outcomes.

- Create and maintain effective networks with internal City stakeholders and external stakeholders and suppliers to optimise marketing opportunities for the City of Stirling.
- Contribute to the City's market research and use the findings collaboratively to improve awareness of the City's services and programs through marketing activities.
- Build positive relationships with external suppliers to identify and achieve best value for money for the City's marketing opportunities.
- Deliver excellent customer service as an internal service team to City business units.

Other

- Support the Service Lead Marketing and Communications, and wider Marketing and Communications Team as needed.
- Identify practical solutions that identify ways to overcome barriers quickly and tactfully.
- Lead and contribute to regular team meetings and attend workshops and training as required.
- Oversee assigned corporate marketing contracts, systems, publications and brand implementation activities, ensuring appropriate governance, value for money and service continuity.

Corporate Responsibilities

- Contribute to the achievement of corporate objectives by ensuring that stakeholders are managed in a professional and timely manner and Citywide customer response KPIs are met.
- Observe all safe working practices and work as directed by your supervisor.
- Ensure you take reasonable care to ensure your own safety and health at work and that of others.
- Take responsibility for and actively promote the importance of the City's Risk Management processes, encouraging others to apply it and achieve positive results from it through their work.
- Understand the principles of customer service and undertake duties and responsibility in accordance with the City's Customer Service Charter.
- Undertake duties and responsibilities consistent with corporate policies, management practices and procedures and demonstrate expected behaviours aligned with the City's Code of Conduct.
- Perform other duties as directed.

Selection Criteria

Qualifications/Education Level	
Relevant tertiary degree in marketing, business, communications or substantive equivalent work experience.	Essential
Knowledge, Skills and Abilities	
Exceptional leadership and supervision skills.	Essential

Exceptional interpersonal, communication and presentation skills.	Essential
Ability to initiate and manage the implementation of marketing initiatives and projects.	Essential
Ability to initiate and promote innovative solutions as well as introduce and manage strategic change.	Essential
Ability to deal easily and confidently with contentious issues, conflict and complaint resolution.	Essential
Excellent planning, organisational and decision-making skills.	Essential
Excellent budget and financial management skills.	Essential
Ability to work in a high-pressure environment to manage conflicting priorities and deadlines.	Essential
Demonstrated ability to translate organisational and community priorities into evidence-based marketing strategies, priorities and measurable outcomes.	Essential
Experience	
Experience in project management in substantial marketing projects.	Essential
Extensive experience leading successful teams in a marketing environment.	Essential
Experience developing continuous improvement frameworks and technology workflow.	Essential
Experience in budget management.	Essential
Experience coordinating, leading, and implementing change management and process improvement.	Desirable
National Police Clearance (under 3 months).	Essential
Current C Class Driver's Licence	Essential

Office use only

Position Creation Date	Date	16 October 2019	Officer	Manager Customer and Communication
Last reviewed/Modified	Date	25 September 2026	Officer	Service Lead Marketing and Communications