

Senior Arts and Culture Marketing Officer POSITION DESCRIPTION



Position Number:	1565
Department:	Communities and Lifestyle
Section:	Communities and Culture
Unit:	Major Venues
Position Status:	Permanent Full Time
Classification:	Level 5 – Rockhampton Regional Council Certified Agreement 2022 – Internal Employees
Reports To:	Coordinator Major Venues
Revised:	November 2025

General Position Statement

This position supports Council's direction by providing specialised marketing and communication advice and services for the Communities and Culture Section. This role supports the Section by providing professional marketing services to achieve strategic and operational objectives and building quality relationships with all stakeholders.

Specific Responsibilities

The successful candidate must be able to fulfil the following position responsibilities.

- Coordinate the development and delivery of complex marketing and promotional campaigns for major components of the Pilbeam Theatre's annual See It Live program and other Council presented performing arts and cultural events across the Region.
- Identify, develop, implement and review positioning for marketing activity and plans for key projects and programs including activities of major external customers.
- Plan, implement, monitor, evaluate and improve integrated marketing communication programs for both Council and external customer's utilising Council's major venues.
- Identify areas for marketing and promotional activity which will positively impact on Council's reputation and public perception.
- Develop and deliver marketing content and collateral for both internal and external programs and projects.
- Produce editorial content for external publications and advertising, including digital and social media in a timely manner.
- Participate as a member of the program development team in shaping the Section's annual arts program.
- Ensure internal and third party compliance with Council policies and procedures along with other legislative requirements (e.g. Information Privacy Act).
- Provide advice to key Council staff about arts communications and marketing as well as integrated marketing communications activity.
- Prepare marketing budgets and deliver projects within these budgets.
- Review and analyse the effectiveness of marketing campaigns.

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- Exercise judgement and initiative to enable the delivery of customised marketing plans for Council-presented and commercial events.
- Provide advice and guidance on arts industry funding obligations and Council branding obligations.
- Provide broad range of arts industry trends and advice.
- Refer matters that may impact upon the business, Council and employees to the relevant Supervisor or Manager.
- Undertake other relevant duties as directed, consistent with skills, competence and training.

Position Requirements

Your suitability for this role will be assessed against the following competencies.

Skills/Competencies

- Significant professional communication (oral and written) and interpersonal skills relevant to the position and a strong focus on the provision of quality customer service to both internal customers and third-party commercial clients.
- High level knowledge of marketing communications concepts including positioning, marketing mix and integrated marketing communication.
- Well-developed media liaison skills and a high level understanding of media processes.
- Proven relationship management, conflict resolution and negotiation skills.
- Demonstrated understanding of the Arts industry in Australia, in particular legal and social issues affecting it, especially involving marketing and promotion.
- Ability to negotiate and manage the delivery of a wide range of arts marketing services to external clients where procedures may not be clearly defined or developed.
- Ability to exercise professional judgement to ensure that the best interests of Council are advanced and the highest professional standards are maintained.
- Ability to work independently with limited direction.
- High level project management skills to establish, prioritise and monitor workflows to deliver complex tasks with time critical outcomes for both Council and external commercial clients.
- Detailed knowledge of the presentation of arts based public programs in a regional community.
- Demonstrated technical proficiency with Adobe Creative Suite (especially Photoshop, Indesign and Premiere).
- High level understanding of (or ability to quickly obtain) industry specific computer applications (e.g. box office ticketing systems and venue management systems).
- Ability to effectively operate Council's computer systems and technology including the Ci Anywhere Suite (R1 and ECM) and the MS Office Suite, mobile devices and tablets.
- Ability to work autonomously on marketing projects but also provide specialist support to other areas of the unit.
- Teamwork and Collaboration – Ability to work together with others to achieve common goals both within immediate team and teams across Council.
- Goal Setting – Ability to set, define and deliver goals that are SMART – Specific, Measurable, Achievable, Relevant and Timely.
- Time Management – Ability to plan and organise tasks/work to meet objectives of the role.
- Problem Solving – Ability to analyse problems by gathering information and develop a solution (in line with role responsibilities) or options and make a recommendation.
- Decision Making – Ability to use sound judgement to make the best decision based on information gathered and analysed within the boundaries of the role.

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- Manage Risk – Ability to identify, understand and manage risks so that work can be delivered safely and to required standard.
- Focus on Continuous Improvement – Ability to identify opportunities to enhance team effectiveness and improve team's customers' experience.
- Adaptable to change – Ability to adapt to changing work environments, technology, work priorities and organisational needs.

Qualifications

- Degree Qualifications in Marketing and Communication or Arts Administration and/or substantial work experience.

Behaviours

- *Customer Service* – Ensure that you are focused on our customer/s when carrying out your responsibilities.
- *Safety* – Carry out your duties in a safe manner whilst ensuring the safety of your team members and customers, in accordance with Council's Health and Safety Duty Statements and associated safety policies / procedures.
- *Code of Conduct* – Ensure that your behaviour is aligned with the Code of Conduct.
- *Council Values* – Ensure that your behaviour is aligned with the values statement adopted by Council. *One Team, Accountable, Customer Focused, Continuous Improvement and People Development.*

Additional Requirements

- Ability to work in an indoor and outdoor environment.
- Ability to work outside of normal work hours when required.
- Ability to legally operate a motor vehicle under a "C" Class Licence.
- Provision of a satisfactory Criminal History Check - Police Certificate (Australia Wide Name Only Police Check).

Delegations and Authorisations

Financial, Administrative and Corporate Delegations may be applicable to this position and are detailed in the Delegations Corporate Register.

Legislative Sub-Delegations and Authorisations may also be applicable to this position and are detailed in the external public registers. Both registers are available on Council's Intranet.

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Acknowledgement

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Authorised By:	Manager
Signature:	
Date:	
Employee Name:	
Employee Signature:	
Date:	