



ACT
Government

Chief Minister, Treasury and
Economic Development

P53513 POSITION DESCRIPTION

Directorate: Chief Minister, Treasury and
Economic Development

Division: Economic Development

Business Unit: Tourism and Investment –
VisitCanberra and Study Canberra

Position Title: Content Marketing Officer

Position Number: P53513

Classification: ASO5

Location: Canberra City

Last Reviewed: June 2026

DIRECTORATE OVERVIEW

The Chief Minister, Treasury and Economic Development Directorate (CMTEDD) leads the public sector and works collaboratively both within government and with the community to achieve positive outcomes.

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, the Directorate's Ministers and the Cabinet on policy, economic and financial matters, service delivery, whole of government issues and intergovernmental relations. The Directorate facilitates the implementation of government priorities, drives initiatives as well as leads the strategic direction for the ACT Public Service (ACTPS), to ensure that it is well positioned to perform its role.

The ACTPS is a values-based organisation where all employees are expected to embody the prescribed core values of respect, integrity, collaboration and innovation as well as the related signature behaviours.

DIVISION OVERVIEW

The role of the Economic Development Division is to facilitate the diversification and strengthening of the ACT economy as well as the creation of a vibrant community that will attract and retain people in the city.

Economic Development is made up of the following business areas:

- Policy, Strategy and Projects
- Skills
- Business, Communications and Engagement
- Arts and culture
- Tourism and Investment and major events
- Sport and recreation
- Major venues
- Strategic Infrastructure Coordination

The Division also has responsibility for coordinating and delivering a range of key strategic initiatives and major projects.

BUSINESS UNIT OVERVIEW

The Tourism and Investment Branch leads Economic Development's visitor economy growth program. This includes promotion of Canberra as a place to visit, study and invest. VisitCanberra and Study Canberra sit within the Tourism and Investment Branch.

VisitCanberra leads the ACT and capital region tourism industry to create and implement a range of marketing and partnership programs that aim to grow the value of tourism to the ACT economy. VisitCanberra also provides visitor services through the public facing Canberra and Region Visitor Centre (CRVC) at Regatta Point.

Study Canberra is the ACT Government's program responsible for promoting tertiary education opportunities in Canberra, Australia's capital city. The program partners with Canberra's world-class tertiary education institutions to raise awareness of Canberra as a study destination, and to help international students have the best experience they can.

POSITION OVERVIEW

VisitCanberra's marketing activity is focused on delivering economic outcomes aligned to the ACT Government's *T2030: Phase 2 ACT Tourism Strategy*. The marketing team achieves this by developing targeted campaigns to increase awareness and consideration of Canberra and in turn, drive intention to visit. These efforts are designed to elevate Canberra's profile, challenge outdated perceptions, and highlight experiences that exceed visitor expectations. The team builds positive perceptions of Canberra through strategic PR and influencer partnerships, complemented by compelling content that highlights Canberra's distinctive character, unique attractions, and enriching experiences.

The Content Marketing Officer reports to the Assistant Director, Content and Outreach and is responsible for producing and publishing high quality written, photographic and video content to the organisation's owned and partner channels, administration of the Content Library, and providing administrative support to the team including the coordination of finance processes. The role performs a supportive function to the breadth of the marketing team's deliverables including delivery of emails, photography/videography shoots, publication production and publishing, delivery of content partnerships, and contributing to other tasks as required.

WHAT YOU WILL DO

The Content Marketing Officer is required to undertake the following duties:

- Contribute to the implementation of key marketing activities for the ACT, in line with the ACT Government's T2030: ACT Tourism Strategy 2023-2030 and VisitCanberra's destination marketing strategy.
- Undertake content planning, production and publishing for web, eDMs and print publications.

- Manage the Content Library including content upload and tagging, registration process, inbox management and order approvals.
- Provide assistance to the Marketing team with administrative tasks, as well as coordination, implementation and evaluation of other program activities including monitoring shared email accounts, booking travel, and simple finance management tasks.
- Liaise with internal and external stakeholders to ensure that projects, including media partnerships, shoots and famils, are delivered on time and within budget.
- Develop and share knowledge by proactively contributing to other areas of the organisation.
- Understand and work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and innovation, and model behaviour consistent with the ACTPS Respect Equity and Diversity framework.

SELECTION CRITERIA

The following capabilities form the criteria that are required to perform the duties and responsibilities of the position.

Professional/Technical Skills and Knowledge

1. Demonstrated experience in assisting to coordinate, deliver, and evaluate events and/or marketing programs.
2. Demonstrated project management skills including the ability to manage multiple tasks, set priorities and meet deadlines while working in a fast paced environment.
3. Demonstrated experience in providing administrative support, assisting with event or marketing program coordination, preparing briefing documents, organising marketing collateral, and working with external suppliers.
4. Proven high level communication skills, both written and verbal, including the ability to work within and across internal teams, as well as with internal and external stakeholders and service providers.

Behavioural Capabilities

5. Demonstrated commitment to ACT Public Service values, including integrity, respect, workplace safety, and inclusive and equitable practices, as well as professionalism and self awareness in delivering high-quality outcomes.

QUALIFICATIONS/ REQUIREMENTS

- Knowledge of the tourism industry is desirable
- A qualification in marketing, public relations, communications or a related discipline is desirable and/or relevant work experience is required
- Current Australian driver's licence
- Ability to work flexible hours and travel as required

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Content Marketing Officer (position number P53513) and indicates how frequently each of these requirements would be performed. Please note that CMTEDD is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

ADMINISTRATIVE	FREQUENCY
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation	Never

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
Expected to work extensive hours over a significant period due to the nature of the duties	Occasionally
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Frequently
Frequent overtime	Occasionally
Rostered shift work	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Never
Working in a call centre environment	Never
Working directly with the public	Occasionally

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Occasionally

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Occasionally
Lifting 10kg+	Never
Climbing	Never
Reaching	Occasionally
Bending/squatting	Occasionally
Push/pull	Occasionally
Sequential repetitive movements in a short amount of time	Occasionally

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Occasionally

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never
Exposure to extreme temperatures	Never
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Never
Low lighting	Never
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Never
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Occasionally
Personal Protective Equipment (PPE) required	Occasionally