



ACT
Government

Chief Minister, Treasury and
Economic Development

POSITION DESCRIPTION

Directorate: Chief Minister, Treasury and
Economic Development

Division: Economic Development

Business Unit: VisitCanberra

Position Title: Marketing Officer

Position Number: P16887

Classification: ASO5

Location: Canberra City

Last Reviewed: February 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.

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.

The Division has five main business functions:

- Trade, investment and business development
- Tertiary education
- Tourism and major events
- Arts and culture
- Sport and recreation

Economic Development Division also has responsibility for coordinating and delivering a range of key strategic initiatives and major projects, as well as servicing the Commissioner for International Engagement.

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.

The Australian Capital Territory Public Service (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 demonstrate the related signature behaviours

POSITION OVERVIEW: WHAT YOU WILL DO

Reporting to the Assistant Director, Campaign Marketing, you will assist the VisitCanberra marketing team to deliver its annual program of destination marketing activity, including supporting national and international advertising campaigns and partnerships, content, public relations and social media programs designed to grow visitation to Canberra.

As a Marketing Officer, you will:

- Assist with the development, coordination and implementation of a range of destination and event marketing campaigns and programs that typically include a mix of advertising, content marketing, public relations, social media, creative development, digital and partnership activities.
- Work with VisitCanberra's agencies and partners to support the delivery of effective marketing campaigns and programs.
- Provide administrative support as required including coordinating project plans, finance tasks, maintaining campaign records, preparing briefs and reports as well as other duties as required.
- Support the broader VisitCanberra teams with projects and programs requiring marketing support.
- Understand and work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and integrity
- This position does not involve direct supervision of staff however may assist in onboarding new members of the VisitCanberra branch.

WHAT YOU REQUIRE

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 coordinating and delivering projects, ideally within a marketing, communications or events environment, with the ability to manage timelines, stakeholders and documentation to support campaign delivery.
2. Proven ability to provide reliable marketing administration and support, including assisting with campaign coordination, preparing briefs, organising content and assets, and helping monitor activity across multiple channels.
3. Experience working with external suppliers (such as creative, media or public relations suppliers), with the ability to support workflows, manage approvals, and help ensure outputs align with campaign requirements and VisitCanberra's brand.
4. Sound written and verbal communication skills, with the ability to prepare clear, audience appropriate content such as emails, summaries, reports and briefing documents.
5. Strong problem-solving capability, with the confidence to identify issues early, recommend practical solutions and take initiative to support the smooth delivery of marketing activity.

Behavioural Capabilities

6. Sound liaison and negotiation skills including the ability to manage to work within and across internal teams as well as with external stakeholders and service providers.
7. A history of developing productive working relationships with internal and external stakeholders to achieve results, including a demonstrated ability to manage sensitive and confidential issues with integrity.

QUALIFICATIONS/ REQUIREMENTS

- A tertiary qualification in marketing or a related discipline is highly desirable.
- Knowledge of the Tourism Sector is desirable.

Further information on working at CMTEDD can be found at:

http://www.jobs.act.gov.au/_data/assets/pdf_file/0010/839467/Working-in-CMTEDD.pdf

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Marketing Officer (P16887) 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	Frequently
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Never
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	Never
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Occasionally
Frequent overtime	Occasionally
Rostered shift work	Occasionally

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	Never
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	Occasionally
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Occasionally
Personal Protective Equipment (PPE) required	Never