

POSITION DESCRIPTION – ASSISTANT DIRECTOR – MARKETING

Directorate: City Renewal Authority	Position Number: P35908
Business Unit: Place Experience and Marketing	Classification: SOG C
Position Title: Assistant Director – Marketing	Last reviewed: June 2024

CITY RENEWAL AUTHORITY

The City Renewal Authority (the Authority) is established under section 7 of the *City Renewal Authority and Suburban Land Agency Act 2017* (the Act). The Authority leads the transformation of the City Renewal Precinct, which spans Dickson, Northbourne Avenue, Haig Park, Civic and Acton Waterfront. Our objectives are set out in section 8 of the Act and include:

- the encouragement and promotion of a vibrant city through the delivery of design-led, people-focussed urban renewal,
- the encouragement and promotion of social and environmental sustainability, and
- operational effectiveness, delivering value for money using sound risk practices.

Our strategies to achieve these are set out in our [2025 Strategic Plan](#) and the [City Precinct Renewal Program](#), and our success is measured by:

- a revitalised City Renewal Precinct that is sustainable, liveable and attractive,
- a diverse and active residential population that has a strong sense of community, and
- the take-up of economic and business incubation opportunities for enterprises, small start-ups and creative people.

We are both excited and challenged by the opportunity to support the liveability of Canberra through a renewed city centre.

We advocate, facilitate, collaborate, influence, and bring ideas and excellence to the renewal of some of the most important and cherished places of our city.

BUSINESS UNIT OVERVIEW

What we do

The Authority delivers design-led, people focussed urban renewal projects in the designated City Renewal Precinct, which encourage and promote social and environmental sustainability. We consult with the community, business, and government to deliver new places within the precinct that are of exemplary design quality, excite interest and participation and attract new investment.

The Place Experience and Marketing team works to identify and deliver a comprehensive mix of activations and initiatives in the City Renewal Precinct to match the needs and wants of consumers to:

- increase consumer visitation and dwell time,
- increase the number of residents, and
- influence increased investment in the Precinct.

The categories for activations and activities include:

- place experience: manage and influence place presentation, deliver activations and event experiences, influence retail offering, and influence the residential offering, and
- destination promotion: deliver promotional activations, sponsorships and events, and develop and deliver destination campaigns.

Who we are

We are a diverse and professional team of people who come from a wide variety of backgrounds. We welcome people with experience from the community, public and private sectors and believe the more diverse our knowledge base is, the better our results will be.

Our organisation is committed to innovation and creativity, and we aim to display this through the delivery of exciting urban renewal projects in the City Renewal Precinct. We are motivated, hard-working and collegiate in our approach to our work.

What we offer

- Interesting and fulfilling projects where you can see the direct results of your own work,
- A high level of support from an experienced team of professionals,
- A flexible workplace in a newly renovated office, and
- Career progression in a unique forward-thinking ACT Government organisation.

The team you will work in

As Assistant Director – Marketing, you will have a direct impact on making Canberra a better place to live. You will operate with a high degree of autonomy and trust as you develop and lead marketing campaigns that deliver social and economic benefit to our precinct.

As part of the team, you will have the opportunity to gain a strong understanding of the working of the Authority and contribute visibly within the Authority.

The team works in close partnership with several ACT Government directorates to deliver its projects.

POSITION OVERVIEW

The primary objective of the position is to find creative and effective marketing solutions to attract visitation to our precinct, generate awareness, inspire action, and facilitate perception change amongst target audiences.

Working in partnership across the Authority is a key output of the position and will include providing high level support and advice to other business units, as required. The position will work closely with Place Experience team and the Communications team.

Reporting to the Executive Branch Manager – Place Experience and Communications, the Assistant Director – Marketing will undertake the following duties:

- a. Lead the development and implementation of destination marketing campaigns designed to generate awareness, inspire action, and facilitate perception change amongst target audiences.
- b. Manage media and creative service suppliers and agencies to produce and deliver the necessary plans and assets to bring strategic, targeted, and effective marketing campaigns to life.
- c. Lead and manage the procurement of service providers necessary to deliver and evaluate strategic, targeted, and effective marketing campaigns.
- d. Allocate and manage advertising and campaign marketing budgets.
- e. Manage campaign benchmarking, set KPIs with suppliers, and track outcomes to guide campaign delivery and provide regular reporting to the Executive Branch Manager.
- f. Provide administrative support as required including preparing briefs and reports and other duties as required.

SELECTION CRITERIA

Professional / Technical Skills and Knowledge

- a. Demonstrated high level ability in designing and implementing marketing campaigns designed to raise awareness, inspire action, or change perceptions.
- b. Proven ability to effectively manage creative, digital, and media buying/planning agencies.
- c. Demonstrated superior communication, presentation, negotiation and influencing skills with the ability to tailor communication to a diverse audience.
- d. Proven high-level project management skills and demonstrated ability to coordinate time and budget to meet project and business unit objectives.

Behavioural Capabilities

- e. Demonstrated ability to work with minimal supervision, to exercise initiative, to pay attention to detail and to prioritise work within timeframes in a busy office environment.
- f. Understanding of and commitment to the implementation of Respect, Equity and Diversity (RED), participative work practices and Work Health and Safety (WHS).

Qualifications/Requirements

- Relevant tertiary education qualifications such as in Communications, Marketing, Media and/or Public Relations is highly desirable.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of the Assistant Director – Marketing (P35908) and indicates how frequently each of these requirements would be performed. Please note that ACTPS 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	Occasionally
Designated workstation	Frequently

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

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Never
Lifting 10kg+	Never

Climbing	Never
Reaching	Occasionally
Bending/squatting	Occasionally
Push/pull	Occasionally
Sequential repetitive movements in a short amount of time	Never

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Never

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	Never
Personal Protective Equipment (PPE) required: - Steel capped shoes - High visibility vest or clothing	Never