



**Position Description:**

Coburg Shopping Precinct Marketing Coordinator

**Reports to:**

Coburg Traders Association (CTA) President and Committee.

**About the role:**

This is a part-time position supporting the CTA to deliver the promotional, advertising, marketing, business development and administration activities of the CTA. The Marketing Coordinator is an 'all-rounder', implementing strategies that have been identified in the Coburg Shopping Precinct 2017 – 2017 Business Plan.

**Organisational Relationship:**

Responsible to:	Coburg Traders Association
Supervises:	Employees and contractors of the Coburg Traders Association
Internal Relationships:	Committee members, sub-committees if appointed, Association members, auditor, bookkeeper
External Relationships;	Moreland City Council, State and Federal Government, Tourism Industry bodies, Mainstreet Australia, community and professional interest groups

**Objective:**

The objective of this position is to support business development, represent the needs of local businesses and implement unified marketing and promotional activities that benefit those who contribute to the Coburg Shopping Precinct Combination Special Rate and Charge Scheme; the CTA, its members and the Coburg Shopping Precinct.

**Key Stakeholders:**

- Coburg Traders Association Committee
- Coburg Traders Association Members

TRIM Reference: D17/252567

- Moreland City Council
- Businesses' and property owners located in the Coburg Shopping Precinct
- Local and State Government agencies
- Service providers and contractors
- Coburg community and general public
- Media
- Mainstreet Australia
- Consultants and experts

**Key Responsibilities:**

1. Develop and maintain communications, including newsletters, website, social media and other promotional and information communications as required.
2. Strong administration skills, and the administration of the decisions of the Committee.
3. Maintain and grow the members register
4. Ensure the website is current and used effectively for promotion and marketing.
5. Champion the development and implementation of the approved Business Plan ensuring that budgets are adhered to and plans are implemented on time.
6. Develop and conduct projects to raise public awareness and support for the Coburg shopping strip and its objectives.
7. Work with the CTA Committee to deliver an annual schedule of events and activities as described in the Business Plan and measure the outcomes.
8. Work constructively with the Committee and Council, traders, property owners, business and community organisations to improve the presentation and upgrading of the Coburg shopping precinct through cleaning, landscaping and street improvements.
9. Maintain control of all CTA Governance requirements including preparing and distributing the agenda and minutes of CTA meetings and coordinating the financial reporting with the Treasurer and/or other party as required by Council.
10. Submit a quarterly report to Council that reports and monitors outcomes against the CTA funding agreement and the CTA Business Plan.
11. Co-ordinate the Special Charge Scheme renewal process in conjunction with Council as and when necessary

**Key Events and Activities:**

1. Implement agreed promotional and marketing activities that increase and enhance the economic vitality of the Coburg Shopping Precinct and the community

2. Support the Coburg Shopping Precinct through effective and measured marketing as indicated in the Business Plan and directed by the committee
3. Coordinate and communicate the annual events calendar to traders, businesses, Council, relevant stakeholders and the local community.

### **Specialist Knowledge and Skills:**

The following knowledge and skills are required for this position:

1. Demonstrated experience in the management of business associations, committees or boards and stakeholder relations.
2. Demonstrated ability to work with and promote retail and shopping strip business.
3. Strong administration and budget management skills
4. Knowledge and understanding of local and national retail trends
5. High level interpersonal skills, incorporating verbal communication, liaison and facilitation skills, with the ability to influence and gain co-operation of internal and external stakeholders
6. Demonstrated ability to communicate effectively with a wide variety of people from diverse business, cultural and socio-economic backgrounds
7. Knowledge of budgeting and financial procedures
8. Excellent event and project management skills

### **Key Selection Criteria:**

1. An understanding and appreciation of issues and challenges facing shopping strips.
2. Demonstrated experience in marketing and promotions including social media and website management.
3. Ability to liaise and establish co-operative working relationships, networks and alliances with association members, business people, property owners, government officers, media, community groups and the general public.
4. Well-developed communication skills including the ability to negotiate and resolve conflict if necessary.
5. Ability to deliver events, activities and initiatives that enhance the Coburg shopping precinct.
6. Strong and relevant computer skills including the use of Microsoft Office.
7. Ability to work unsupervised – self-reliant and self-motivated.

8. Project management and program delivery ability including working within budgets and controls and meeting contract Service Agreement requirements and milestones.
9. Understanding of local and/or state government structures, or funded contract requirements and reporting.
10. Experience in executing and overseeing Special Rate / Charge schemes would be an advantage.

**Tenure**

The Precinct Manager will be appointed in a contract basis annually, initially on a three month trial period. The appointee will not be an employee of either the Coburg Traders Association or Moreland City Council

Benefits such as leave, superannuation, Work Cover will not apply.

**Approximate number of hours per week**

16-20 hours per week, but may vary depending on workload.

**Remuneration**

The contractor will be paid for each approved hour spent in performing the contracted service in accordance with an agreed hourly rate of pay. Operational costs will be included in the hourly rate of pay. Applicants must have their own ABN (Australian Business Number) and relevant insurances.