



Coburg Shopping Precinct Marketing Coordinator

Job Advertisement

POSITION TITLE: Coburg Shopping Precinct Marketing Coordinator

TERM OF OFFICE: One year contract - this contract position will be reviewed annually (three month trial period)

DATE APPROVED: August 2017

APPROVED BY: Coburg Traders Association Committee

Position Summary:

The Coburg Traders Association (CTA) wants to engage a part-time professional Marketing Coordinator to support the promotion of the Coburg Shopping Precinct.

The Marketing Coordinator is an 'all-rounder' whose role is to implement strategies that have been identified in the Coburg Shopping Precinct 2017 – 2017 Business Plan.

The successful candidate will be reporting to the Executive Committee of the CTA Association and will need to liaise with Moreland City Council as well as relevant suppliers.

The Coburg Shopping Precinct is situated approximately 8km from Melbourne's CBD and consists of 263 active businesses within the Precincts Scheme boundary.

The Precinct has strong everyday retail and food related businesses which are supported by key anchor businesses. The precinct also hosts a variety of professional and medical services along with education and training facilities.

A Combination Special Rate and Charge Scheme is raised from businesses via Moreland City Council and provides the CTA with an annual marketing budget which is managed by the Association.

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, Moreland City Council 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 Coburg Shopping Precinct Marketing Coordinator will be appointed on 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 and as agreed by the CTA.

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.

Applications

Please email your application to:

Hayley Rosenboom
Retail Facilitation Officer
Moreland City Council

Email: hrosenboom@moreland.vic.gov.au

Your application must include a statement addressing the key selection criteria and a resume including details of relevant education, training, and your work history including your current or most recent position.

To obtain a position description, please visit
www.discovercoburg.com.au/about/coburg-traders-association

Applications close: Friday 8 September

Further Information

For further information please email President of the Coburg Traders Association, Brett O'Riley on excassette@gmail.com