

Position Description

Marketing and Communications Executive

Summary

Position Title	Marketing and Communications Executive
Location	Ginninderry Community and Information Centre
Position Type	Full Time (38hrs per week)
Hours of work	Monday to Friday, 8:30am to 5:00pm
Remuneration	\$90,000 - \$100,000 (inc. superannuation) – subject to experience
Reports to (Manager)	Head of Community, Marketing and Communications
Reports to you	None
Date Reviewed	April 2023

Ginninderry is a Joint Venture between Riverview Developments and the ACT Government’s Suburban Land Agency with a vision of being a sustainable community of international significance in the Capital Region. Ultimately home to 11,500 homes and 30,000 people, Ginninderry is a 6-Star Green Star Community that sets out to create a new benchmark in liveability, providing diverse, affordable, and inclusive places to live, work and play, all while protecting and respecting the unique environment of the area.

Reporting to the Head of Community, Marketing and Communications and working alongside the Ginninderry Project Team, you will ultimately be responsible for facilitating a best-in-class, omnichannel customer experience that upholds and strengthens Ginninderry’s positive brand sentiment.

Core Values

Respect	<ul style="list-style-type: none"> Be Dedicated to Relationships - We respect all people, their ideas and cultures.
Integrity	<ul style="list-style-type: none"> Be True to Our Word - Integrity is non-negotiable. We are authentic in all our dealings. We leave a positive impact through our actions and behaviours.
Innovation	<ul style="list-style-type: none"> Be Challenging in our Approach - We strive to find the best solution. We think outside the box and dare to do things differently.
Collaboration	<ul style="list-style-type: none"> Be Powerful Together & Move Forward as One - We leverage collective genius and grow and learn from each other. We work together to achieve more through our unified culture and knowledge.
Lasting Impact	<ul style="list-style-type: none"> Leave Behind More than you Found - We are dedicated to making a difference not just for today but tomorrow. We aim to leave a positive legacy for the people who follow in our footsteps.

Qualifications & Experience

Qualifications	<ul style="list-style-type: none"> • A relevant degree or qualification in marketing or communications is preferred.
Experience	<ul style="list-style-type: none"> • 3+ years' experience in a similar role • A mix of hands-on delivery, strategic planning and project management experience gained through previous employment

Skills & Capabilities

Technical	<ul style="list-style-type: none"> • Strong communication and language skills both oral and written (fluent English as a minimum) • An ability to work and effectively interact with a dynamic multi-disciplined team and capacity to accommodate and manage multi-disciplinary and stakeholder inputs. • An understanding of the property development industry is desirable but not essential. • An understanding of the “triple bottom line” approach adopted by the Project • Adobe Creative Suite – beginner to intermediate • Microsoft Word – intermediate • Microsoft Excel – intermediate • Typing Skills – intermediate • Database Management & Entry – intermediate (Salesforce preferred) • Google Analytics – beginner to intermediate • Meta – intermediate • Ability to work with minimal supervision
Behavioural	<ul style="list-style-type: none"> • Good time management to support the need of a busy project team. • Takes ownership, initiative and seeks solutions. • Actively demonstrates a positive, customer-focused attitude. • Team player, able to work with project team members in a busy environment. • An ability to accept and embrace change is essential. • An ability and desire to consider alternative and innovative approaches to delivery of outcomes. • A willingness to take “the extra step” regarding stakeholder service is essential. • The ability to meet critical timeframes as required is essential.

Stakeholders

Internal	<ul style="list-style-type: none"> • Head of Marketing and Communications (HOMC) • Project Director • Sales Team Members • All other team members
External	<ul style="list-style-type: none"> • Ginninderry Joint Venture Board • Existing and Future Ginninderry Residents • Agency and supplier relationships • Stakeholders as defined in Ginninderry’s Stakeholder Engagement Strategy

Roles & Responsibilities

Marketing and Communications	<ul style="list-style-type: none"> • Ongoing management of all Ginninderry social media channels. This includes forward planning, creation of assets to support, proactive and reactive engagement (posting, responding to comments, etc.). • Create or facilitate digital content assets as required across Adobe Creative Suite, Matterport, etc. • Ongoing management of Ginninderry’s Media Monitoring platform. • Manage content creation and publishing on Ginninderry.com • Keep marketing materials up to date by coordinating requirements with internal stakeholders and external agencies. • Work with HOMC to develop and implement marketing strategies across the range of products and services offered by Ginninderry. • Work with HOMC to develop an email marketing automation strategy and then manage ongoing execution. This includes planning, writing, and managing drip programs as required. • Work alongside HOMC and the Sales Team to ensure all retail campaigns are executed successfully. This includes release logistics, digital and physical sales and marketing collateral. • Ensure sales floor collateral is always stocked and up to date. • Alongside the HOMC, contribute to positively influencing Ginninderry’s public sentiment through active Public Relations endeavours. This includes content ideation and drafting Media Releases as required. • Work with HOMC to deliver the Inspire publication by brainstorming content initiatives and coordinating all content requirements (copy, photography, podcasting, etc.) as required. • Stay current with competitor offerings identifying and evaluating product, pricing, and positioning. • Update job knowledge by reading trade publications and participating in educational opportunities when agreed with the HOMC. • Work with HOMC to develop and manage a reporting framework that delivers valuable and actionable insight. Prepare internal reports using the data collected as required. • Work alongside HOMC to manage Ginninderry’s ongoing digital product evolution (CRM, website, preference centres, etc.) • Work with HOMC to manage all small and large-scale marketing events (e.g. Inspire Festival and Christmas in the Park)
-------------------------------------	--

	<ul style="list-style-type: none"> Continually explore opportunities to add value to Ginninderry’s marketing and communications function.
Financial Management	<ul style="list-style-type: none"> Assist in the preparation of budget lines connected with this position and subsequent monitoring/reporting of expenditure against the forecasts. Liaison with the Project Accounting Team and Head of Community, Marketing and Communications regarding approval and processing of invoices against the budget lines connected with this position.
General	<ul style="list-style-type: none"> Weekly Sales and Marketing Meeting Minutes Monitor and manage Ginninderry’s general email inboxes General team support as related to customer experience, marketing and communications