

## Brand Advisor

- Permanent Full Time Position
- Attractive remuneration and employee benefits
- Supportive team culture and focus on employee engagement
- Centrally located with a 25min commute from most main transport hubs



City of Parramatta is experiencing a bold transformation, with numerous city-changing initiatives and projects under way. As one of Australia's fastest-growing cities, Parramatta is a home for transformational leadership, innovation and new ways of thinking.

The Brand Advisor is the champion and custodian of the City of Parramatta Council and the City of Parramatta Local Government Area's (LGA) brand identity and will develop, guide, nurture and implement the brand strategy.

The Brand Advisor is a highly driven individual with proven experience in strategic brand strategy development and implementation across large and complex organisations. In this role, you will be working as part of the Marketing & Promotions team, reporting to the Marketing & Promotions Manager.

Commercially minded and business-oriented, this role is also responsible for driving the implementation of the City's brand and strategic positioning to establish and reinforce the Parramatta brand and Parramatta as a destination of choice for people to live, work, play, study and invest, and maintain and track the long-term growth of the brand. The successful candidate is also an experienced marketer who must be able to assess competition, and work collaboratively with the broader team to implement comprehensive plans that includes brand partnerships, media, social media marketing, communications, PR and brand advocacy.

This role will also serve as a subject matter expert consultant to internal and external stakeholders to ensure consistent application of brand strategy as a way to strengthen both the Council and Parramatta's brand. The position will provide advice and approval for the development of new brands, amendments to existing brands or additions to Council's brand architecture.

The candidate will have significant experience in both digital marketing and traditional marketing, as well as strong project management experience and excellent stakeholder engagement skills, which has been honed for a minimum of 7 years.

This role is also responsible for working cross-functionally with internal and external partners, collecting and analysing data and trends to create insight-led brand marketing initiatives.

### What's on offer

We are offering a permanent full time role with an attractive salary from \$ 111,970.12 p.a. plus Super. City of Parramatta also offer excellent employee benefits, which can be accessed by the successful candidate.

### Want to know more?

Further information regarding the requirements of this role can be found in the attached Position Description, alternatively for a confidential discussion please contact Linda Na on (02) 9806 5068. How to apply Candidates MUST apply online at <https://www.cityofparramatta.nsw.gov.au/about-parramatta/careers> and answer the position selection criteria. **Applications close 11:30pm, 23 February 2021** and will not be accepted through any other medium.

This position requires the preferred candidate to undertake a Pre-Employment Medical Check, which also includes a Drug and Alcohol test.

The City of Parramatta supports a Drug and Alcohol free working environment and employees may be subject to random testing as a result.

City of Parramatta Council embraces diversity and encourages applications from Aboriginal and Torres Strait Islander people, people from Multicultural backgrounds and people with disability. We are committed to making reasonable adjustments to provide a positive, barrier-free recruitment process and supportive workplace.

Please note you must be an Australian or New Zealand citizen or a permanent resident or have unlimited working rights in Australia to apply for this position.