

Position Title	Marketing and Communications Specialist - Leisure & Aquatics
Department	Community Services
Division	
Unit	Leisure & Aquatic Services
Team	Leisure & Aquatics Customer Experience
Supervises	Nil
Reports To	Coordinator Customer Experience - Leisure, Wellness and Aquatic Services
Grade	H
Date Prepared	28/10/2025
Date Last Updated	20/04/2026

Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

Primary Purpose of Position

The Marketing and Communications Specialist - Leisure & Aquatics is accountable for driving the strategic marketing direction and enhancing the visibility of Canterbury-Bankstown Leisure & Aquatic Services within the community. The position is responsible for developing and executing marketing strategies that engage and retain current members, attract prospective clients, and elevate the brand's presence across digital platforms including web and social media.

Working closely with the Coordinator Customer Experience - Leisure, Wellness & Aquatic Services, Coordinator – Leisure & Wellness Programs and as well as the broader Leadership Team, this position is accountable for ensuring that the community is informed about the services offered at Birrong, Canterbury, Max Parker and Roselands Leisure & Aquatic Centres as well as Greenacre Splash Park and Sefton Golf Course. The role demands creativity, a strong grasp of industry trends, and a collaborative approach to delivering high-quality customer experiences that stand out.

The Marketing and Communications Specialist is accountable for targeted marketing with data driven decisions and responsible for ensuring the advocacy of our Leisure & Aquatic Services Customer Service Charter.

Accountabilities






- Develop and implement strategic marketing plans and campaigns to increase visitation, participation, and revenue across Council's Leisure & Aquatic Services.
- Manage digital marketing initiatives, including website, social media, paid advertising, and analytics, to optimise performance and deliver measurable ROI.
- Foster community engagement and partnerships by collaborating with event organisers, clubs, community groups, and stakeholders to enhance brand presence and participation.
- Oversee marketing operations, including procurement, budget management, and project delivery, ensuring compliance with Council policies and deadlines.
- Monitor and report on campaign effectiveness, customer engagement, and participation trends using data analytics to inform future strategies.

- Support digital transformation initiatives and maintain a strong online presence aligned with Council's digital strategy.
- Create and deliver member-focused marketing activities, including acquisition, retention, and value-adding programs to enhance customer experience.
- Ensure adherence to Council's Customer Service Charter, Code of Conduct, Privacy Act, and Child Safe standards in all marketing and engagement activities.
- Ensure adherence to the conditions of Canterbury Bankstown Council being a Child Safe Organisation.
- Work collaboratively with the Leisure & Aquatics leadership team and Customer Experience team to deliver integrated offerings and brand expansion.
- Perform other duties as directed within the scope and level of the position.

Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Capability Profile – Technical / Professional Specialist

Capability Group	Capability Name	Level
 Personal Character	Lead Self	Adept
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Adept
 Relationships	Communicate and Engage	Adept
	Customer and Community Focus	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Intermediate
 Results	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Innovate and Improve	Adept
	Deliver Results	Adept
 Resources	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Intermediate
	Procurement and Contracts	Intermediate
 People Leadership	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
Personal Character		
Lead Self	Adept	<ul style="list-style-type: none"> • Initiates action on team/unit projects, issues and opportunities • Accepts and tackles demanding goals with drive and commitment • Seeks opportunities to apply and develop strengths and skills • Examines and reflects on own performance • Seeks and responds well to feedback and guidance
Relationships		
Customer and Community Focus	Adept	<ul style="list-style-type: none"> • Demonstrates a sound understanding of the interests and needs of customers and the community • Takes responsibility for delivering quality customer- focused services • Listens to customer and community needs and ensures responsiveness • Builds relationships with customers and identifies improvements to services • Finds opportunities to work with internal and external stakeholders to implement improvements to customer services
Relationships		
Work Collaboratively	Advanced	<ul style="list-style-type: none"> • Builds a culture of respect and understanding across the organisation • Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams • Builds co-operation and overcomes barriers to sharing across the organisation • Facilitates opportunities to develop joint solutions with stakeholders across the region • Models inclusiveness and respect for diversity in people, experiences and backgrounds

Results		
Innovate and Improve	Adept	<ul style="list-style-type: none"> • Produces new ideas, approaches or insights • Analyses successes and failures in the organisation for insights to inform improvement • Identifies ways in which industry developments and trends impact on own business area • Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation • Identifies, shares and encourages suggestions for organisational improvement • Experiments to develop innovative solutions
Resources		
Technology and Information	Intermediate	<ul style="list-style-type: none"> • Shows confidence in using core office software and other computer applications • Makes effective use of records, information and knowledge management systems • Supports the introduction of new technologies to improve efficiency and effectiveness

* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the Chief Executive Officer.

Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

Fraud & Corruption Prevention

All staff must familiarise themselves with Council’s policies, systems and procedures that are in place to guard against the risk of fraud and corruption. This includes behaving ethically at all times, and actively identifying and reporting any suspected fraud and corruption.

Qualifications and Experience

Essential Qualifications

- Tertiary qualifications in Marketing or related discipline
- Current Class C Drivers Licence
- Current Working with Children Check (WWCC)

Essential Experience

- Minimum 3 years' experience in strategic marketing within a customer-facing environment.
- Proven ability to develop and execute multi-channel marketing plans and promotions.
- Strong skills in digital marketing, social media, and analytics.
- Experience in stakeholder engagement and cross-functional collaboration to drive brand awareness and participation.
- Project management expertise to deliver campaigns that increase engagement and attendance.
- Ability to navigate complex systems, influence outcomes, and seek solutions to achieve results.
- Advanced planning, organisational skills, and capacity to manage multiple projects and deadlines.
- Creative and innovative approach, with up-to-date knowledge of social media and industry trends.
- Demonstrated ability to generate leads and contribute to new revenue streams.
- Excellent communication, customer service, and team collaboration skills.
- High level of computer literacy and administrative proficiency, including meeting KPIs.
- Ability to work under pressure and meet deadlines.

Desirable Qualifications and or Experience

- Experience working within the Local Government industry.
- An interest or experience working in health, wellbeing, fitness and/or Leisure & Aquatic industry.
- First Aid Certificate.
- Current CPR Certificate.

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does this position require incumbent to undergo criminal reference check?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does this position require incumbent to demonstrate good driving Licence class required: C Class Drivers Licence	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will incumbent need to make disclosure of pecuniary interest?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does this position have an inherently high risk for fraud and corruption?	<input type="checkbox"/>	<input checked="" type="checkbox"/>