

# WANT TO MAKE YOUR MARK IN MARKETING AND COMMUNICATIONS?

*WHY NOT LOOK AT A CAREER  
IN LOCAL GOVERNMENT?*



## MARKETING AND COMMUNICATIONS

Local Government  
Association of NSW



Shires Association  
of NSW

LOCAL GOVERNMENT  
*making a difference!*

# MARKETING AND COMMUNICATIONS

There are a wide range of marketing and communications careers available in Local Government.

You may not immediately think that councils are involved in marketing themselves. In fact, councils need to communicate messages on all kinds of issues.

They are constantly informing the community of activities they are conducting and/or changes they are making to regulations or charges; promoting the council area to people and businesses in other places, and raising issues to other spheres of government on behalf their communities.

Marketing and communications is therefore an important function in all councils. Many larger metropolitan councils employ a marketing team. This provides the chance to specialise in media liaison, event management, publications or speech writing.

Some smaller councils join forces to employ a marketing specialist, who would be involved in all aspects of marketing and communication.

These roles are challenging, varied and exciting. They are a great way to build relationships with the media, decision makers at all levels, and to get an understanding of government departments.

## EDUCATION AND TRAINING

There are many pathways into marketing and communication roles in councils. Some options include:

- Applying for a traineeship position with a council and studying while you work
- Moving into a marketing and communications role from another area within council
- Completing a university or vocational qualification prior to working in council

Some jobs in marketing and communications do not require a university degree. There are vocational education and training courses offered by TAFE and other Registered Training Organisations (RTOs) which will articulate into degrees, if you choose to take your education further.

Examples of qualifications you might consider are:

- Master of Business Administration
- Bachelor of Business (Marketing)
- Bachelor of Arts (Media and Communication)
- Bachelor of Commerce (Marketing)
- Certificate IV, Diploma or Advanced Diploma of Marketing - TAFE or private RTO
- Certificate II in Local Government or Certificate II in Business (also available as school-based traineeships) - TAFE or private RTO

## FOR MORE INFORMATION VISIT...

- [www.lgsa-plus.net.au](http://www.lgsa-plus.net.au) and [www.careergov.com.au](http://www.careergov.com.au) to learn more about careers in local government
- [www.counciljobs.com](http://www.counciljobs.com) to look at jobs currently available in local government
- [www.goingtouni.gov.au](http://www.goingtouni.gov.au) to see the range of university courses available
- [www.tafensw.edu.au](http://www.tafensw.edu.au) to find out more about TAFE courses in NSW
- [www.counciljobs.com](http://www.counciljobs.com) to look at the jobs currently available in local government
- [www.sbatinnsw.info](http://www.sbatinnsw.info) to find out more about school-based traineeships in NSW
- [www.lgsa.org.au](http://www.lgsa.org.au) to locate all councils across NSW

Remember, council job opportunities are advertised in local and national newspapers.