

MARKETING ASSISTANT (PERFORMANCES)

Role Description

The pillar

The Customer Experience team ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. The team deliver success in our customer focused business functions of Marketing, Ticketing, Food & Beverage, Strategic Communications, Car Park, Retail, Guided Tours and Front of House customer service. We are the largest team in the organisation with over 450 people.

The Customer Engagement team sits within the Customer Experience pillar and is responsible for maximising community engagement in Arts Centre Melbourne's enriching experiences. Through the delivery of compelling campaigns and content and the facilitation of seamless digital experiences, the team attracts and engages existing, new and diverse customers with our brand, artists, products, experiences and services.

The role

The primary purpose of this role is to provide administrative and project support to the Marketing Campaign team across a variety of Arts Centre Melbourne's events and activities.

Type	Full Time
Reports to	Marketing Manager
Salary/Hourly Rate	Arts Centre Melbourne Enterprise Agreement 2022 Band 2.2
Key Relationships	<p><i>Internal:</i> Customer Engagement, Customer Service, Customer Innovation, Strategic Communications, Philanthropy, Collections, External Engagement, Programming, Presenter Services, IT, Finance, HR</p> <p><i>External:</i> Customers, Presenters, Venue Hirers, Agencies, Suppliers, Artists, Producers, Industry and Community Organisations</p>
Delegation	Financial and people delegations as per current policy
Location	Arts Centre Melbourne premises
Other	SGA Employee under the Arts Centre Melbourne Enterprise Agreement 2022
	Satisfactory completion of a National Police Check required
	You will hold valid working rights in Australia (subject to verification)

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.

- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

Your qualifications and experience

- A tertiary qualification or equivalent transferable skills in marketing, communications or advertising
- Administrative experience in a fast-paced office environment
- Experience coordinating and supporting internal and external stakeholders on marketing activities
- Effective written and oral communication, including proof reading and editing
- Ability to work within guidelines
- Ability to plan and organise work in a timely manner
- Ability to work autonomously where required
- Excellent attention to detail
- Strong skills in the use of Microsoft programs, Asana, Adobe Photoshop experience highly regarded.

In the role you will

Accountabilities:

- Provide administrative support to the Marketing Campaign Managers on the delivery of marketing services:
 - Work independently to deliver specified project outcomes and administrative tasks, supporting marketing initiatives
 - Ensure marketing services for campaigns and projects meet objectives and are delivered on time
 - Brief outputs for web, social channels and design materials, sharing copy and imagery through templated forms, and liaising with these teams on edits and approvals
 - Brief and coordinate social media posts, website pages and eDM sends including sourcing and writing content, proof reading, copy editing and image resizing
 - Creating, scheduling and publishing content across owned social media platforms where directed
 - Administer external third-party event listings for experiences and performances
 - Campaign reporting including compiling data and filling templates
- Develop and support relationships with internal and external stakeholders:
 - Balance competing enquiries and immediate demands of internal and external stakeholders.
 - Brief and coordinate the design process for marketing campaigns and on behalf of internal departments.
- Coordination of finance tasks:
 - Raise purchase orders under the direction of the Marketing Managers
 - Communicate with Finance team for invoicing, service order and purchase order queries
- Coordinate the production and installation of venue signage and print materials
 - Request print quotes, manage the proofing and production process across various jobs.

Decision making:

- Be under supervision of the Marketing Manager
- Be required to balance the often competing enquiries and immediate demands of internal stakeholders.

Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Be required to be on site/attend events outside of work hours (including evenings, weekends and public holidays) from time to time.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Work hours in accordance with your employment type and the Arts Centre Melbourne Enterprise Agreement 2022.

You demonstrate our values

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.
- **Equity** - fairness and justice.

Last reviewed April 2024