

POSITION DESCRIPTION

Position: Marketing Assistant

Work location(s): Geelong Arts Centre, 81 Ryrie Street, Geelong
Administration Office, 22 Malop Street, Geelong
Costa Hall, Deakin University, Waterfront Campus, Geelong

Terms of engagement: Full Time, Fixed Term, 2 years

Hours of work: 76 hours per fortnight

Classification: Geelong Arts Centre Enterprise Agreement –
Administration Grade 2.2 (\$52,409 - \$56,550)

Terms & conditions: Geelong Arts Centre Enterprise Agreement 2020 and its
successors

Approved by: Chief Executive Officer (CEO)

Date: 29 April 2022

Occupant: Vacant

POSITION OBJECTIVES

Reporting to the Manager Marketing and working closely with the Programming and Visitor Experience team, this position is responsible for assisting in the implementation of the Centre's marketing plans and assisting the coordination and delivery of powerful and persuasive marketing campaigns across multiple channels, with a focus on events, projects, programs, venue hire, commercial marketing and Creative Engine initiatives. This diverse and dynamic role also contributes to the broader activities of the team through aiding in the reporting and evaluation of marketing plans with a view to building and enhancing Geelong Arts Centre's brand, engage target audience segments and drive visitation and revenue across the Centre's portfolio.

ORGANISATIONAL CONTEXT

Geelong Arts Centre is one of eleven Victorian State Government owned creative organisations under the umbrella of Creative Victoria. Since opening in 1981, Geelong Arts Centre has made significant artistic and cultural contributions to Geelong and the surrounding regions. Geelong Arts Centre is currently undergoing a period of exciting and dynamic change, in order to meet the cultural needs of a growing population and help secure Geelong's position as a global city. The Victorian State Government, through Creative Victoria, has committed funding for three stages of capital development. Stage One – the refurbishment of The Playhouse Theatre Auditorium was completed in 2010, Stage Two - the Ryrie Street Redevelopment (\$38.5m) was completed and opened to the public in November 2019. Stage three - The Geelong Arts Centre's Little Malop Street Redevelopment (\$140m) commenced in 2019 and is planned for completion in 2023. This investment will result in a world-class arts facility becoming the cultural heart of Geelong and the G21 region.

ORGANISATIONAL RESPONSIBILITIES

Contribute to the delivery of the Geelong Arts Centre's Strategic Plan through aligning work force planning to strategic priorities and contributing to the development of our future strategic plans while exemplifying the organisation's values.

Geelong Arts Centre has a focus on art and community. We are driven by inspiring growth in activity, innovation, outstanding spaces, and creatives.

VISION

The creative heart of Geelong: an artery between creative industries and community to global thinking and extraordinary experiences

PURPOSE

Geelong Arts Centre is focussed on creativity and community. We are driven by inspiring growth in activity, innovation, outstanding spaces, and creatives. We aim to foster creative growth in a region renowned for its artistic energy and engagement.

VALUES

We are committed to:

- Integrity – building local relevance and trust with stakeholders
- Inclusion – multiple audiences, being a welcoming place to gather, championing diversity
- Ambition – understanding our place in the ecology and grasping opportunities
- Transparency – open, accountable, and committed to receiving feedback
- Respect – a diversity of ideas, contemporary thought, and world views.

The Geelong Arts Centre is committed to:

- The Victorian Government child safe standards and requires all staff to comply with its Child Safe Code of Conduct.
- Occupational health and safety (OH) in the workplace and require you to take reasonable care of your health and safety and the health and safety of anyone else who may be affected by your acts or omissions in the workplace. You are expected to work within Occupational Health and Safety Act, regulations and codes of practice and the Centre's OHS policies and procedures at all times

ORGANISATIONAL RELATIONSHIPS

Reports to	Manager Marketing
Directly supervises	NA
Internal liaisons	Director Marketing and Development, Manager Marketing,
Primary	Development Coordinator, Social Media lead, Box Office, Visitor
	Services, Programming team
Secondary	All Centre Staff
External liaisons	Design Agency, Print Suppliers, Venue Hirers and Promoters,
	Media and Influencers, Creative Engine Members

KEY RESPONSIBILITIES

1 People and teams

- As a member of the Development and Marketing Team, provide assistance to planning, communications and development initiatives.
- Maintain cooperative and collaborative working relationships across all staff.

2 Marketing and communications

- Work with internal and external stakeholders to assist the Manager Marketing in implementing powerful and persuasive marketing campaigns across multiple channels about the Centre, its events, projects, programs and initiatives, including through:
 - Digital and social media platforms
 - Marketing, media and PR campaigns and events
 - Printed and promotional material
- Adhere to our brand guidelines and provide guidance and guardianship of the brand to key stakeholders.
- Under the guidance of the Director and Manager Marketing, develop and maintain strong networks and relationships across arts, media, education, suppliers, government and community sectors.

3 Research, evaluation and continuous improvement

- Assist the Manager Marketing in audience research, update and maintain customer relationship information and assist in the preparation of reports, evaluation and other material as directed.
- Contribute to the development of community engagement plans to attract widespread participation and community engagement with the Centre.

4 Corporate support

- Contribute to and assist in projects and activities as assigned by the Manager Marketing. Administrative duties with a focus on invoice management.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- There is no financial delegation associated with this role.

QUALIFICATIONS AND EXPERIENCE

1 Essential

- Strong administrative skills and experience, with credentials in project management
- Proven ability to manage a range of projects simultaneously and to deliver agreed outcomes within established timeframes.
- Experience in aiding in the delivery of successful marketing and engagement campaigns, preferably in an arts industry setting. Experience using email direct marketing systems, social media, website CMS.
- Demonstrated communication and interpersonal skills, including the capacity to create compelling campaigns to engage a diverse range of people, communities, audiences and stakeholders.
- An ability to brief external agencies and design teams where necessary.
- Tertiary qualification in relevant discipline.

2 Desirable

- An interest in, and knowledge of, the performing arts.
- Knowledge of the Geelong and district community.
- Design skills and experience in the use of Adobe Creative Suite.
- Knowledge of Google Analytics, Google Ads and SEM

Personal attributes

- A creative and energetic marketing professional.
- Exceptional communicator (written, verbal, visual) with a passion to tell the Centre's stories.
- A team player who engages collaboratively with team members, leaders, stakeholders and peers to meet objectives.

Special characteristics

- Evening and weekend work may be required as part of the normal hours of duty for this position.
- Geelong Arts Centre requires that the incumbent for the position of all roles must undergo pre-employment identity checks and both National and International Police Checks (if spent more than 2 years overseas). Any unspent convictions must be disclosed prior to appointment, or the offer of employment may be revoked. Ongoing currency relating to police checks must be maintained for the duration of employment.
- This position must maintain currency of the following:
 - Working with Children Check
 - National Police Check