

MARKETING AND ADMINISTRATION COORDINATOR

Position Description

Company Information

Western Edge Youth Arts Inc. is a non-profit organisation established with the purpose to enable diverse young people to make sense of the world they live in through art. Through participation in positive arts and performance experiences, we aim to provide culturally diverse young people with new skills, greater self-confidence and social connections for life. We aim that they will develop critical thinking and feel a part of an inclusive community building bridges across cultural divides, thereby strengthening social cohesion in communities.

Our Vision: Young people who have been part of Western Edge youth Arts are culturally diverse leaders, artistically articulate and astute. Through their connections with us communities are stronger, healthy, connected and inclusive. The artistic landscape is enriched with diverse stories that are meaningful to young people and touch the hearts and minds of communities.

For more information see www.westernedge.org.au

Position Description

Position title:	Marketing & Administration Coordinator
Reports to	General Manager
Location:	Kindred Studios, 3 Harris Street, Yarraville, VIC 3013
Salary Details:	\$50,000 - \$60,000 per annum
Contract Duration:	Until 31 Dec 2018 with possibility of extension

Description in brief

WEYA is seeking a full time Marketing and Administration Coordinator for the first time ever! This exciting new role will require lots of autonomy and the ability to work effectively with an extraordinarily passionate and dynamic team. As an integral part of this unique organisation you will work with an extraordinary bunch of culturally diverse young people to tell their stories and promote the socially engaged theatre they create.

You will excel at copywriting, have experience in developing and implementing marketing strategies and be passionate about the arts. As a key member of our small and dynamic team, you will be responsible for implementing all the marketing activities using your own creative flair to communicate the impact of our programs, to audiences and stakeholders.

Key responsibilities:

1. Provide expertise and input into the development of marketing strategies and implement annual marketing plans.
2. Take responsibility for the output of all communication activities including website content, marketing collateral, publicity and social media.
3. Provide administration support for programs and events where required

Roles & Duties:

Specific Accountabilities	Deliver
Marketing and Communications	<ul style="list-style-type: none"> • Implement marketing plans including specific campaigns for projects and shows ▪ Be responsible for the effectiveness of all of Western Edge Youth Arts' media communications, including marketing collateral, e-news, the website and social media ▪ Develop relationships and liaise with all media and publicity contacts – Note an external publicist is hired occasionally to assist with large productions and tours. ▪ Work with freelance graphic designers, photographer and videographer to develop collateral for promotions, press, and projects. ▪ Creating content, scheduling and distributing EDMs via campaign monitor, website content, publicity materials and social media. ▪ Oversee all promotional material to ensure a consistent style/brand and messaging is used and ensure appropriate acknowledgments are being made for promotional material. ▪ Provide updates to the Marketing Sub Committee on the progress of communication strategies. ▪ Creation and implementation of advertising campaigns for workshops and shows. ▪ Develop and conduct audience research, including compiling all audience and participant surveys ▪ Collect and collate all press and relevant materials for reporting and archiving purposes ▪ Maintain and manage VIP invitation lists ▪ Maintain and update WEYA's CRM (Salesforce) with information relating to marketing activities and campaigns ▪ Collate information, photographs, video and other collateral in preparation for fundraising submissions, proposals, contracts and reports. ▪ Develop and maintain the database of existing and new contacts ▪ Maintain good relationships and the delivery of timely information to all stakeholders

Specific Accountabilities	Deliver
Administration	<ul style="list-style-type: none"> ▪ Administration tasks that support the operations of WEYA ▪ Making bookings and arrangements with external partners for events and shows ▪ Data collection and survey research reporting ▪ Drafting contracts and agreements using templates provided ▪ Keeping registers of working with children checks and equipment ▪ Generating reports from salesforce ▪ General office management tasks, such as ordering supplies, booking rooms and answering the phone.

Key Selection Criteria:

Qualifications:

- Tertiary qualifications in marketing and/or arts administration, or a minimum of 2 years' experience in a marketing position will also be considered.

Experience:

- Minimum 2 years demonstrated experience in developing and managing successful marketing campaigns, media and print management, public relations and promotion.
- Experience of working in a similar marketing/administration role within the arts, cultural and entertainment industry.

Skills:

- Solid computer skills (Microsoft Office, Campaign Monitor and Word Press)
- Ability to plan and schedule activities and work to deadlines.
- Exceptional communication skills, specifically writing.
- Ability to be proactive, exercise initiative and work independently.
- Ability to manage a variety of competing priorities simultaneously with a strong attention to detail

Desired: Experience using Salesforce, Photoshop, InDesign

Culturally diverse applicants are strongly encouraged.

HOW TO APPLY

Please provide the following:

- A statement addressing the Selection Criteria above (max 2 pages).
- Your resume, highlighting relevant experience and key achievements
- The names and daytime contact details of two referees.

Applications close 5pm, Friday 2 March 2018.

Please send your application to sally@westernedge.org.au

For enquiries call 03 86584052.