



ARTS LAW CENTRE OF AUSTRALIA

JOB DESCRIPTION

POSITION TITLE	Communications and Marketing Coordinator
RESPONSIBLE TO	General Manager/CEO

ROLE WITHIN ORGANISATION

The Communications and Marketing Coordinator is responsible for coordinating the delivery of Arts Law's communications and marketing strategies including the maintenance of information and online resources.

The position is full-time Monday to Friday for 7 hours per day/35 hours per week. Generally, working hours will be 9am-5pm with a one-hour break for lunch. The position is one of 3 FT Administrative Officer positions; the others are a Paralegal position and a general Administration officer position.

A salary range of \$47,903 - \$58,547 (plus superannuation) is offered commensurate with experience. Voluntary salary packaging is available.

COMMUNICATIONS AND MARKETING

Implementation of communications and marketing strategies: Work with CEO and General Manager to implement the various strategies in the communications and marketing plan with a view to increasing the profile of Arts Law's services.

Monitor, analyse and measure strategic marketing outcomes: Work with CEO and General Manager to set measurable marketing outcomes which are monitored, analysed and reported upon, including collating survey responses.

Oversee the design and production of printed and electronic materials: Including writing high quality content for the Arts Law monthly e-newsletter, media releases, and annual report as well as designing printed publications, stationery and marketing collateral for events.

Edit, publish and manage content of website via a CMS system: Update & edit content on the Arts Law website: www.artslaw.com.au to ensure it is current, consistent, relevant and comprehensive.

Maintenance of social media (Facebook, Twitter, LinkedIn, and Instagram): Utilise and harness social media platforms to engage audiences.

Coordinate effective marketing and communications of Arts Law's seminars, lectures and other events: Provide marketing assistance for fundraising events as well as providing hands on support in the organisation and running of events.

Production and maintenance of mailing lists and coordination of bulk mail outs: Using Arts Law database Salesforce and MailChimp email platform.

Support for frontline staff: Manage Arts Laws central email address (up to 60 emails per day).

You may also be required to assist with general office duties.

SELECTION CRITERIA

COMMUNICATIONS & MARKETING OFFICER

ESSENTIAL

1. Demonstrated excellent oral and written communication skills.
2. Excellent attention to detail and ability to problem solve.
3. Ability and willingness to work as a member of a team.
4. Excellent organisational & administrative skills.
5. Ability to multi-task and prioritise the tasks at hand.
6. Marketing/Communications experience or qualification.
7. Proficiency on a Windows platform and skills and experience using a range of software packages including Microsoft Office, Salesforce (or other CRM) and CMS.
8. Professional experience developing social media content and monitoring platforms.
9. Demonstrated initiative, self-motivation and the ability to meet competing deadlines.

DESIRABLE

10. Knowledge and/or experience of desktop publishing using Adobe Creative Suite (Photoshop, Illustrator, and InDesign).
11. Experience using WordPress and/or Expression Engine CMS.
12. Experience collecting data using Google Analytics or similar.
13. Experience marketing events.
14. Knowledge and/or experience and appreciation of the arts.