



**ARTS LAW CENTRE OF AUSTRALIA**

## **JOB DESCRIPTION**

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

## **ROLE WITHIN ORGANISATION**

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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**

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*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](http://www.artslaw.com.au) and the Artists in the Black website: [www.aitb.com.au](http://www.aitb.com.au); to ensure it is current, consistent, relevant and comprehensive.

*Maintenance of Social Media (inc facebook, twitter, and other social media):* 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

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## COMMUNICATIONS & MARKETING OFFICER

### ESSENTIAL

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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

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10. Knowledge and/or experience of desktop publishing using *Publisher* and *Adobe Creative Suite* and or editing software or similar.
11. Experience using 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.