

QUEENSLAND THEATRE

POSITION DESCRIPTION

Marketing Assistant

GOALS

- The marketing department is supported by efficient administration
- Assist with targeted promotional partnerships, contribute to sales
- Marketing materials consistently reflect the Company identity

OBJECTIVES

1. To promote productions under the guidance of the Marketing and Audience Development Manager.
2. To enhance the capacity of the marketing team through administrative support.

DUTIES

Objective 1: To promote productions under the guidance of the Marketing and Audience Development Manager

- Contribute to the Company's overall marketing plan by participating in strategy meetings
- Assist the Marketing and Audience Development Manager and Marketing Coordinator to plan and implement sales and marketing campaigns
- Provide administrative and logistical support for Company events
- Design and send the monthly e-news and other electronic direct mail (EDM) campaigns as directed. EDMs include: collating the information and proofing rounds, writing and designing promotional EDMs.
- Assist with direct mail campaigns
- Distribute marketing material to sponsors, promotional partners, prospects and others, keeping accurate records of all sent items. Work with the Marketing Coordinator and ticketing staff to issue event invitations and process RSVPs
- Adequately brief designer on promotional materials

Objective 2: To enhance the capacity of the marketing team through administrative support

- Construct and update campaign tracking documents
- Minute marketing meetings, noting decisions and actions
- Maintain the Company database
- Manage marketing lists for the Company
- Assist the Marketing Coordinator for opening nights and events
- Dress foyers and arrange merchandise
- Coordinate the production, printing and delivery of corporate collateral
- Website administration
- Social media administration, tracking and reporting
- Act as backup to reception
- Other duties as required

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SUCCESS MEASURES

1. More sales as a direct result of promotional partnerships and promotional EDMs. No errors in EDMs, direct mail and other material
2. Meeting minutes and campaign tracking documents always up-to-date
3. Less return mail from Company database mailings
4. Website is accurate and kept up to date

SELECTION CRITERIA

The successful applicant will demonstrate all or most of the following:

1. Excellent written and verbal communication skills with strong attention to detail
2. High level computer literacy with practical experience in the production of marketing materials, with CRM and financial system administration preferred
3. A demonstrated ability to contribute effectively to the formulation, administration and measurement of marketing plans and digital strategies
4. Strong knowledge of the Australian performing arts industry with Tertiary qualification and/or job-related experience in Marketing and Communications or a related field
5. The ability to work as part of a team

REPORTING RELATIONSHIPS

This position reports to the Marketing and Audience Development Manager, and works closely with the Marketing Coordinator, Publicist and Ticketing Supervisor.

LENGTH OF APPOINTMENT

12 Months

PROBATIONARY PERIOD

Six months, with a review after the first three months

SALARY

Commensurate with experience, plus guaranteed superannuation (9%) paid into a complying fund

HOURS OF WORK

Office hours are 9am to 5.30pm and as required. Time in lieu provisions are at the discretion of management. Flexible hours required for opening nights and events.

LEAVE PROVISIONS

Twenty (20) working days, or pro rata, for each year of completed service. Annual leave loading of 17.5%. Ten (10) days sick leave.