

ADELAIDE FESTIVAL AF

JOB SPECIFICATION

POSITION:	MARKETING ASSISTANT
REPORTS TO:	MARKETING & COMMUNICATIONS DIRECTOR
LAST UPDATED:	JULY 2020
TERM:	September 28, 2020 to March 26, 2021

The Marketing Assistant works closely with the Marketing Executives and Marketing Coordinator and reports to the Marketing and Communications Director. The Marketing Assistant also liaises with the production, development and programming departments, and also works with key external suppliers including web developers, graphic designers, signage and print companies, the Adelaide Festival Centre and other Festival venues, the Adelaide City Council.

During the Adelaide Festival, some work outside of normal office hours is required.

Job Summary

Working within set budgets, provide the marketing team with full administrative support

Provide assistance as required within all aspects of the Festival's marketing campaign including but not limited to: signage, digital marketing, print materials, advertising and promotions

Coordinate show specific promotions and niche marketing and audience development activities

Ensure the Festival's signage and wayfinding plan is executed in such a way that each Festival venue is fully and clearly branded

Assist the Marketing Executives in ensuring the Festival's website is completely up to date and displaying the Festival's full program in time for the Festival launch

Assist with the Festival's social media campaign when directed

Work with the marketing team to oversee the Festival's distribution plan ensuring printed collateral is displayed in high traffic areas from November-March

Ensure the logical filing and archiving of festival marketing materials and digital files such as photographs and artwork files

Evaluation and written reporting on the effectiveness of marketing campaigns

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Manage other projects, as required by the Marketing and Communications Director and Marketing Executives

Key competencies

Excellent knowledge of and experience in implementing contemporary marketing, communications and promotions principles and practice

Experience with and good working knowledge of desktop publishing software Adobe InDesign essential

Excellent literacy, writing, editing and proofing skills

Ability to manage complex tasks, challenging projects and competing deadlines concurrently

Experience with websites and updating CMS

Outstanding communication and interpersonal skills

Strong planning, organisational and administrative skills

Ability to think creatively and strategically

Collaborative working style with an ability to work within a team in a hands-on capacity to achieve individual, team and organisational goals

Good humour with a positive and enthusiastic outlook

Key Outcomes

Effective, timely and successful implementation of marketing campaigns

Stylish, skilfully written and well produced print promotional material

Excellent working relationships with other festival staff and external suppliers and stakeholders

Timely delivery of post-festival reports and accurate archiving for the ongoing use of the Adelaide Festival of Arts

Generic Work Skills

As a member of the Adelaide Festival staff team, all staff will demonstrate the following skills:

Leadership - Demonstrates a commitment to corporate priorities and values, takes personal responsibility, adheres to organisational policies and procedures and upholds confidential information

Team work - Approaches all personnel with respect and consideration, collaborates effectively with staff

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Problem solving - Embraces flexibility and lateral thinking; facilitates solutions and makes decisions based on an understanding of the relevant issues, factual information and logical assumptions

Influencing - Seeks to secure support and commitment from colleagues through the clear articulation of ideas, opinions and open dialogue, supported where possible by factual information

Communication - Active contribution to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes

Customer service - Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and provide deliverables as agreed