

POSITION DESCRIPTION

Position Title:	Marketing Assistant
Award / Level:	LGA Level 5
Department:	Marketing, PP&VA
Type:	Full-time fixed-term temporary to 30 June 2025 Occasional work required on evenings and weekends subject to program demands plus availability as media contact.

Position Outline

Reporting to the Marketing Director, the Marketing Assistant will assist with developing and delivering content across multiple channels to promote the work of Penrith Performing & Visual Arts (Penrith Regional Gallery, Home of The Lewers Bequest, the Joan Sutherland Performing Arts Centre, Penrith Conservatorium and Q Theatre). This includes supporting the Marketing Director and two Marketing & Communications Officers to:

- Develop and implement marketing plans to raise awareness and drive attendance at individual productions and exhibitions as well as support campaigns aimed at extending reach and engaging new and increasingly diverse audiences.
- Liaise with external contractors and stakeholders including our digital agency and marketing suppliers such as printers, design studios, videographers, media outlets and others as required.
- Develop and create engaging digital content such as social posts, short videos, EDMs and other to engage audiences, drive awareness and ticket sales.
- Update and create new webpages and content for PP&VA's suite of websites.
- Assist with the preparation of marketing reports and analytics to inform data drive decision making.

Key Duties

Marketing and Content Production:

- Support the Marketing Director and marketing team in executing digital and non-digital marketing initiatives.
- Create and edit content for PP&VA channels, including EDMs, social media, digital and print advertising, video, and printed collateral.
- Manage EDMs via Mailchimp, including newsletters, invitations, and preshow reminders.
- Develop and maintain content for PP&VA's websites using WordPress.
- Plan and execute social media campaigns, including content creation, scheduling, and engagement.
- Research and maintain a content calendar for digital platforms.

Publicity and Partnerships:

- Liaise with promotional partners, including businesses, arts organizations, and promoters, to enhance marketing efforts.
- Develop and maintain customer and media contact lists in Mailchimp and Excel.
- Identify and implement cross-promotions with industry networks and marketing partners.
- Assist in writing and distributing media releases and support publicity efforts.

Advertising and Audience Engagement:

- Manage advertising schedules for digital and non-digital campaigns.
- Research and coordinate marketing collateral distribution.
- Develop audience surveys using SurveyMonkey.
- Supply and update key external websites with performance details and promotional content.
- Support communication efforts for venue and commercial hirers.

Marketing Administration

- Serve as the first point of contact for internal and external marketing inquiries.
- Maintain digital marketing records and key materials.
- Engage with customers and the community at venues and events.
- Work with the Venue and Presenter Services team to enhance customer experience for promoters, presenters, agents, artists, and audiences.
- Collect and organise support materials and data for grant applications, reports, and acquittals.
- Document projects through informal methods such as photography and quote collection.
- Support daily marketing operations, including coordinating photographers, videographers, designers, printers, distributors, advertisers, and digital promotion suppliers.
- Facilitate internal and external communications, including liaising with promoters and key stakeholders.

Key Relationships

Internal

- Reports to the Marketing Director and works closely with the two Marketing & Communications Officers to assist with the implementation of marketing campaigns and plans.
- Works collaboratively with box office, venues and programming teams as directed by the Marketing Director on the development of key marketing deliverables.

External

- Works with related contractors including PP&VA's digital and graphic design agencies and other marketing consultants, ensuring they develop and implement on brand collateral as directed by the Marketing Director.

Performance Measures

- Effective communication and interpersonal skills are applied with positive public impact
- High level of accuracy and creativity is demonstrated across all content
- Positive relationships are maintained and developed
- Efficacy of communications and campaigns is tracked, analysed and reported
- Work is accurate and attention to detail is demonstrated
- Work is completed to deadline and within specified and reasonable timeframes
- Punctuality and attendance are satisfactory and leave is planned well in advance
- Records are reliable and complete.

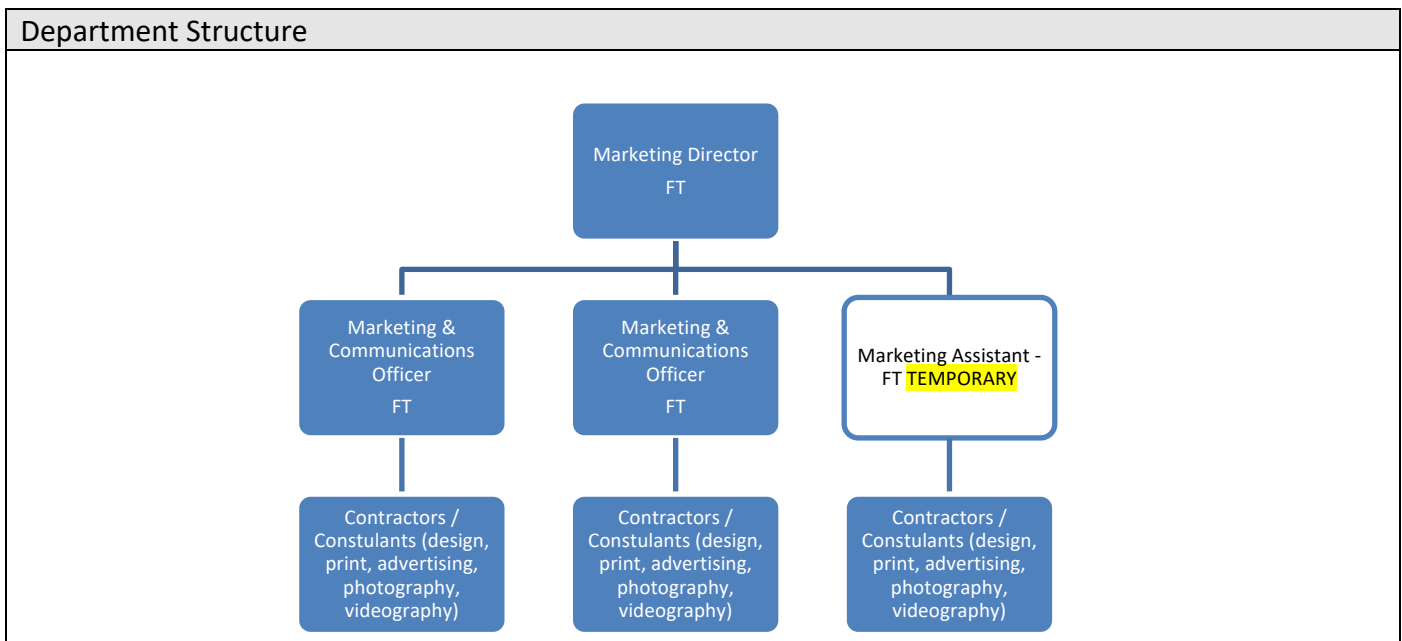
Selection Criteria

Essential

- Excellent communication (written and verbal) and the ability to liaise with a wide variety of stakeholders, face-to-face, over the phone and online.
- Experience in the development and implementation of digital communication strategies, maintaining websites and social media channels and CRM databases.
- High level proficiency in creating, composing, and editing copy for print and digital publications.
- Excellent organisational skills and project management skills.
- 1-2 years experience in a similar role.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook), Canva, Adobe, MailChimp, and WordPress (or similar) with the ability to learn and navigate new programs and platforms.
- A sharp eye for proofing/editing or sub-editing collateral and copy.
- An ability to work autonomously, and to multitask to deliver competing priorities and achieve tight deadlines.
- Willingness to take direction and work as part of a team.
- A passion for the arts and ability to think creatively.

Desirable

- An undergraduate degree in marketing, communications, arts or social science.
- Experience in video editing and use of relevant software
- Experience in project management
- Current NSW drivers' licence



Values and Behaviours

Penrith Performing & Visual Arts Ltd and Staff support the following Values and Behaviours:

Integrity

- I am honest, ethical and maintain public trust
- I do what I say I'm going to do and I stand up for what I believe in
- I set a standard to be proud of amongst the community
- I do the right thing - even when no-one is looking

Selflessness

- I am willing to put others before me and assist them when needed
- I put the good of the organisation and the community above personal goals
- I support sustainability and cater for the wellbeing of future communities
- I uphold social justice principles

Accountability

- I take responsibility for decisions and actions, whatever the outcome
- I take responsibility for work, behaviour and how resources are used
- I ensure a safe and healthy workplace
- I take ownership of my work
- I operate within delegations

Honesty

- I tell the truth and correct misinformation
- I will refuse any bribes and I do not steal
- I trust in our relationships
- I ensure duties are undertaken in a lawful manner

Leadership

- I am creative and innovative
- I take responsibility and I am a good role model
- I inspire others in the organisation and community to be the best they can
- I have the courage to do the right thing
- I listen and communicate clear directions and actions

Impartiality

- I am always fair and treat people equally
- I am understanding and act objectively
- I separate personal interests from work responsibilities
- I base all decisions on merit and facts I am consistent in the application of processes

Values and Behaviours

Openness

- I am transparent and straight-forward
- I am able to discuss problems or concerns and give reasons for decisions
- I share information appropriately
- I am obliged to report wrong-doing

Respect

- I treat others fairly and objectively
- I value and accept other people's differences
- I treat others with dignity, kindness and in the spirit of service
- I treat people how I would like to be treated
- I recognise the worth of individuals

NB: All shaded Key Result Areas are compulsory for every Position Description

1. Customer Service

Major Tasks

- Provide effective service to PP&VA customers and the community
- Provide effective service to internal customers
- Accurately identify the needs of customers
- Take action to satisfy customer needs
- Present a positive image of PP&VA/ The Joan/ The Gallery

Performance Measures

- A calm conciliatory approach is used in all customer dealings
- Active listening techniques are applied in customer dealings
- Customer needs are identified and confirmed with the customer
- Appropriate action to satisfy the customer need is identified and implemented
- Personal presentation and grooming adheres to organisational and departmental guidelines

2. Corporate Governance and Effective Work Practices

Major Tasks

- Carry out work inline with relevant legislative and statutory requirements and /or industry codes, practices and standards
- Adhere to Code of Conduct, EEO and anti discrimination policies
- Take responsibility for and manage own work and contribute to a productive work environment
- Accept and contribute to workplace change
- Undertake workplace tasks as directed
- Work cooperatively with others to facilitate workplace learning
- Work in an ethical manner and comply with PP&VA's code of conduct and other governance documents adopted by the organisation from time to time
- Resolve workplace conflict in line with PP&VA policy
- Undertake recordkeeping activities in accordance with PP&VA's Records Management business rules, procedures, policies and any relevant State Records Legislation

Performance Measures

- Relevant legislative and statutory requirements and /or industry codes, practices and standards are always complied with
- Work reflects application of, and adherence to, EEO and anti discrimination policies
- A positive work atmosphere is maintained by acting and communicating in an effective and appropriate manner with all customers, external contractors, co-workers, supervisors and managers
- Work tasks are appropriately prioritised and time effectively managed
- Productivity is consistent with reasonable expectations of a proficient employee in the position
- Implications of workplace change are identified and accepted
- Agreed changes to improve work outcomes are acted upon
- Direction from supervisor is accepted and acted upon
- Requests to take on alternative duties from time to time are accepted and adhered to
- Council training is attended when required
- Training needs of other employees are identified and appropriate action identified and implemented
- All work is ethical and complies with PP&VA's Code of Conduct and governance documentation
- Workplace conflict is resolved in line with PP&VA's Grievance procedures
- Record keeping activities are undertaken in accordance with PP&VA's policy and procedural requirements
- PP&VA's official information is captured in the Corporate Information Management System - IMS

Individuals with NO Staff reporting to them

3. Work Health and Safety (WHS)

Major Tasks

- Attend training as required
- Perform work in accordance with WHS policies and procedures
- Participate in consultative processes for the management of WHS

Performance Measures

- All required training has been completed
- WHS procedures are identified and complied with
- Participation in consultation process is on record