

POSITION DESCRIPTION

Digital Marketing Coordinator

Position Title:	Digital Marketing Coordinator
Award / Level:	LGA Level 7
Department:	Marketing, PP&VA
Employment Type:	Full-time. Occasional work required on evenings and weekends subject to program demands.
Reports To:	Marketing Manager

Position Purpose

A key position within the PP&VA Marketing Team, working within a multi-artform context, the Marketing Coordinator is responsible for the coordination and implementation of day to day and strategic, operational and administrative marketing activity across the diverse programs including Gallery exhibitions, The Joan presentation seasons, Q Theatre and Penrith Conservatorium activities, educational and public programs, and hirer events.

Operating in a dynamic environment, and reporting to the Marketing Manager, the Marketing Coordinator will work independently and under instruction. The Marketing Coordinator will need to have great communication skills, social media and design acumen, including the ability to design and produce marketing collateral in Canva, excellent strategic box office data and reporting abilities, an eye for detail and be able to prioritise multiple projects within a creative industries context.

The Marketing Coordinator will apply their passion for arts marketing to advance the visibility, reach and impact of PP&VA programs, exhibiting a talent for finding fresh angles and telling new stories, as well as advanced interpersonal communication, writing, design and organisation skills. The role is pivotal in advancing our understanding of our audiences, enhancing the audience experience and advocating the importance of the arts for everyone.

Key Result Areas

Note: This role includes any other reasonable duties within the scope of the role, aligned with these responsibility areas and PP&VA's operational needs. The position holder is required to comply with all PP&VA policies, procedures and legal obligations, including WHS, Code of Conduct, Child Safety, records and information management, and other governance requirements relevant to PP&VA operations.

1. Marketing Administration Major Actions

Major Tasks

- Act as first point of call for marketing enquiries from programming and curatorial teams.

- Maintain marketing records, including digital record keeping of key materials, and (with support from the Box Office team) clean and update customer data.
- Collate statistics and maintain accuracy, currency and relevant segmentation of all marketing databases and lists.
- Maintain and coordinate industry and community network lists and information for sharing.
- Assist in the coordination of day-to-day operations of the marketing department with the Marketing Manager, including briefing and supervising designers, printers and distribution companies; as well as suppliers across advertising, digital promotion, and industry networks; managing social media platforms including Meta and TikTok as well as Google SEO; and running communications within the organisation as well as with key stakeholders including promoters.

Performance Measures

- *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.*
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2. Marketing Campaigns, Projects and events Major Actions

Major Tasks

- Assist the Marketing Manager to create and implement effective campaigns with clear timelines, marketing mix and within budget constraints
 - Plan and coordinate advertising activities including digital, radio, print and display
 - Plan and coordinate social media campaigns and day to day organic social media content across platforms including Meta and TikTok, including basic content production and video editing, and paid activity through Meta Ads Manager
 - Develop and design, or brief designers, using tools including Canva, to achieve effective collateral for all campaigns across the numerous program areas in line with set visual brands
 - Manage search visibility across Google and emerging AI search channels, including SEO, Google Business listings and generative engine optimisation, so PP&VA venues, shows and programs are found and correctly listed
 - Coordinate production and distribution of promotional posters, brochures, flyers, signage and advertising
 - Coordinate functions including subscriber briefings, opening nights, season launches, exhibition openings and other events in cooperation with the PP&VA Venue Services team
 - Oversee marketing services on behalf of Venue Hirers, including quotations, supply (eg creation, approval and publication of eDM, design materials) and reconciliation.
 - Utilise the box office CRM and data collection systems (ie Enta, Power BI and Mailchimp) to assist in the development and implementation of targeted and niche campaigns in accordance with agreed strategies and provide analysis of impact for ongoing evaluation.
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3. Communication, Box Office and CRM Major

Major Tasks

- Support the Box Office team in managing databases using PP&VA corporate systems (Enta, Power BI and Mailchimp), including integrating customer lists, maintaining currency of records and developing segmented lists for direct mail and eDM in support of campaigns.
- Assist in the coordination and implementation of market research including surveys and focus groups.
- Assist in maintenance of customer, community and media relationships, ensuring effective and accurate lists are utilised for campaigns, monitoring and updating as required.

- Set up and coordinate cross-promotions with industry networks and other marketing partners. These may include reciprocal or promotional giveaways and competitions with partners and stakeholders including media.
 - Update PP&VA websites and create draft content for electronic communications, including drafting e-newsletters and selecting imagery
 - Develop and distribute content for social channels, on-line media, eDM and in house display
 - Assist in media release proofing, approvals and distribution to ensure effective promotion of all programs and the organisation.
 - Support the Marketing Manager in publicity and media tasks as required.
 - Assist with communications on behalf of venue hirers, including schedules, pricing and messaging.
- 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
 - Assist with communications on behalf of venue hirers, including schedules, pricing and messaging, in coordination with the Box Office and Venue Services teams.
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4. 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*
 - *Campaigns are delivered as planned, impact is monitored and measured and budgets are maintained*
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5. Corporate Governance and Effective Work Practices Major Tasks

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

5. Work Health and Safety (WHS) Major

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

Qualifications, Experience and Skills

Essential	• Tertiary qualifications in marketing or communications with at least two years professional experience. • Proven experience working in a multifaceted arts environment with an understanding of arts marketing and audience development • Demonstrated ability to meet tight deadlines and work under pressure, with well developed organisation and problem solving skills. • Excellent interpersonal skills and an ability to work with a small team. • High level communication skills both face-to-face, over the phone and online • Demonstrated knowledge and experience in managing processes across design to production • Experience in utilising design software, particularly Canva, to deliver simple marketing materials. • Experience creating basic social media content, including short form video production and editing, for platforms such as Meta and TikTok. • Excellent written and verbal communication skills, including copy writing and proof reading. • Experience in the development and implementation of digital communication strategies, maintaining websites and social media channels and CRM databases. • Experience managing paid social media campaigns through Meta Ads Manager and TikTok Ads Manager.
Desirable	• Experience with search engine optimisation, Google Business listings or emerging AI search channels. • Experience in event management and/or project management is desirable. • Experience in the use of Box Office software, particularly Enta. Experience in the use of Box Office software, in particular Enta. • Current NSW drivers' licence is desirable

Values and Behaviours

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

Belong Here	• I show up as myself and make space for others to do the same. • I recognise that Western Sydney is who we are, not just where we are. • I am honest about what I don't know and curious about what I don't understand. • I treat everyone who walks through our doors as someone who belongs here.
Choose the Harder Thing	• I do what is right, not what is easy. • I stand up for the work, the artists, and the community, even when it is uncomfortable. • I raise difficult issues rather than avoiding them. • I hold myself and others to a high standard.
Own It	• I take responsibility for my work and my decisions, whatever the outcome. • I follow through on what I say I will do. • I do not wait to be told when something needs doing. • I operate within my delegations and escalate when I am unsure.
Raise the Standard	• I pursue quality in everything I do. • I am creative and look for better ways of working. • I give and receive feedback constructively. • I represent PP&VA with professionalism and pride.

Build to Last

- I think beyond my own role and consider the long-term health of the organisation.
- I support sustainability and the wellbeing of future communities.
- I contribute to a culture where others can do their best work.
- I uphold social justice principles in all that I do.