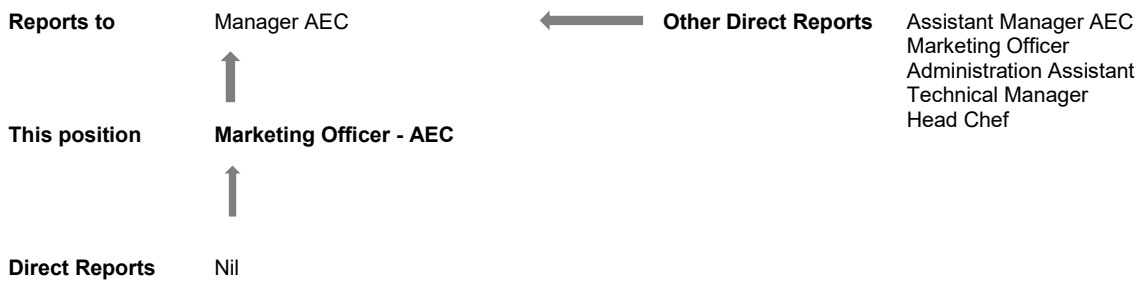


Marketing Officer - AEC

16866

Level	3	Agreement	Public Sector CSA Agreement 2024
Directorate	Event Services		
Team	AEC		
Location	Albany Entertainment Centre		



Purpose

The **Marketing Officer - AEC** works in consultation with the Perth team and is responsible for the development, implementation and monitoring of marketing and publicity strategies to support audience development and revenue generating initiatives

Responsibilities

1. Create & implement marketing campaigns for all productions and events.
2. Coordinate ticketing event builds with the department's ticketing team.
3. Liaise with external stakeholders including promoters, sponsors, merchandisers, photographers and the media.
4. Develop a range of strategies to extend audience reach and loyalty, particularly for new potential audiences.
5. Liaise with the Community Engagement Officer on promotional activities for the community and venue visitor program.
6. Implement and manage strategic marketing and publicity requirements for VIEW Restaurant, Functions and Conventions business in association with AEC Manager and Function Sales Coordinator.
7. Update EBMS databases and liaise with the EBMS Administrator when required.
8. Assist Venue Manager in development and monitoring of the annual marketing budget.
9. Generate regular sales reports against marketing plans to demonstrate return on investment against activities, key findings, learnings, and recommendations.
10. Produce comprehensive final campaign reports for inclusion in grant acquittals and circulation to key stakeholders.
11. Other duties as required that fall within the parameters of the position.

Compliance and Legislative Knowledge

1. Complies with the Code of Conduct, policies and procedures and relevant appropriate legislation; and
2. Meets Occupational Safety and Health, Equal Opportunity, and other legislative requirements in accordance with the parameters of the position.

Work Related Requirements

Essential:

1. Current marketing experience in a relevant field, with skills in designing and implementing communications through digital channels, and strong proficiency in CRM systems, Microsoft Office, publishing, and website management.
2. Experience in database and market research, including data analysis for marketing improvements, with a strong understanding of patron services and a commitment to serving a diverse community.
3. Demonstrated strong organisational skills in planning and time management.
4. Proven ability to work effectively within a team, contribute to team goals, and build strong relationships with internal and external staff, clients, and stakeholders.
5. Demonstrated excellent verbal and written communication skills, to produce quality materials, including media releases, reports, and publications.
6. Ability to understand and operate within the mission, vision, and values of the Department.

Desirable:

Nil

Other Requirements:

1. ACT operates in a 7 day a week environment and there may be the requirement to work weekends and after normal business hours.
2. This position is based in Albany, however, may be required to travel to Arts and Culture Trust venues for training purposes.

Qualification and License Requirements

Organisational Purpose	To grow and support Western Australia's cultural and creative industries through the optimisation of our venues and activation of spaces
Directorate Purpose	Event Services - Works across multiple venues and spaces to ensure they are event ready.
Team Purpose	NA
Position status	Permanent/full-time
Last updated	