



JOB DESCRIPTION FORM

JOB TITLE: Marketing Coordinator		POSITION NUMBER 11994	CLASSIFICATION: Level 4
AWARD Public Service Award 1992 / PSGO CSA GA		EMPLOYMENT TYPE Permanent, Full Time	
DIRECTORATE Fremantle Museums and Business Development		TEAM Marketing and Audience Research	
POSITION REPORTS TO Manager Marketing and Audience Development, L7		POSITIONS REPORTING TO THIS POSITION Nil	
PURPOSE OF POSITION Coordinates the development and implementation of marketing campaigns and activities across all sites and assists with marketing projects as required.			
CONTEXT The Western Australian Museum is positioning itself through scientific and academic excellence, public programs and relevant exhibitions to keep pace with the rapidly changing face of Western Australia. The Museum has made a major contribution to the collection, conservation and research of the State's natural and social history, maritime heritage and the cultural heritage of Indigenous communities in Western Australia. The Western Australian Museum is part of the Culture and Arts Portfolio, brought together by the Department of Local Government, Sport and Cultural Industries (DLGSC). DLGSC is the State Government agency responsible for the Government's support of management and development of arts and culture in Western Australia.			

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<p>STATEMENT OF DUTIES</p> <p>1. MARKETING & COORDINATION</p> <ol style="list-style-type: none"> 1. In conjunction with the Manager, co-ordinate the WA Museum's marketing and promotional activities to increase awareness and use of the Museum's diverse range of products, programs, exhibitions and services. 2. Prepare and develop the production and implementation of marketing activities and associated promotional materials. 3. Research and prepare marketing and visitation related reports. <p>2. PROJECT COORDINATION</p> <ol style="list-style-type: none"> 1. In collaboration with the Manager and relevant Museum departments, develop and deliver key marketing campaigns and other projects. 2. Develop post campaign reporting to measure campaign results against key performance indicators. 3. Effectively liaise with key stakeholders to ensure key deliverables are met on time within budget. <p>3. ADMINISTRATION & BUDGET MANAGEMENT</p> <ol style="list-style-type: none"> 1. Assist the Manager with the budgeting and financial administration for the marketing department. 2. Assist the Manager with other duties as requested, having regard for the skills, knowledge and abilities of the employee. <p>Other duties as required with respect to the skills, knowledge and abilities of the employee.</p>	<p>Compliance and Legislative Knowledge</p> <ul style="list-style-type: none"> • Comply with Department's Code of Conduct, policies and procedures and relevant appropriate legislation. • Meet Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.
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<p>WORK RELATED REQUIREMENTS (SELECTION CRITERIA)</p> <p>Essential</p> <ol style="list-style-type: none"> 1. Demonstrated experience in developing and implementing social media networking through integrated cross-platform marketing and promotional strategies. 2. Demonstrated highly developed interpersonal, verbal and written communication skills to allow effective liaison with a wide range of stakeholders. 3. Demonstrated knowledge and experience in the planning and delivery of events and functions. 4. Demonstrated ability to work proactively and creatively to complete tasks and overcome problems in a team based environment. 5. Strong organisational, project management and decision-making skills to deliver multiple projects within budget and challenging timeframes. <p>Desirable</p> <ol style="list-style-type: none"> 1. Tertiary qualifications (or extensive professional experience) in a marketing-related field. 2. Previous experience in a similar role working within the public or private sector. 	<p>KEY RELATIONSHIPS / INTERACTIONS</p> <ol style="list-style-type: none"> 1. Staff within the Marketing and Media team 2. Internal staff including Exhibition & Design, Web, Site Managers and the Executive Management Team 3. Stakeholders from tourism, arts and media sector, liaison with general public.
	<p>KEY CHALLENGES</p> <ol style="list-style-type: none"> 1. Ability to balance strategic with immediate operational objectives. 2. Capacity to manage multiple deadlines within tight deadlines and budgets.
	<p>SPECIAL CONDITIONS</p> <ol style="list-style-type: none"> 1. Will be required to occasionally work outside normal business hours.
	<p>LOCATION</p> <p>Perth</p>

Manager Signature: **Date:**/...../..... **Employee Signature:** **Date:**/...../.....

