

JOB DESCRIPTION FORM

JOB TITLE: Digital marketing coordinator	POSITION NUMBER: 10062	CLASSIFICATION: Level 3 FTE
AWARD PSA 1992 / PSGOGA 2014	EMPLOYMENT TYPE Permanent, Full Time	
DIRECTORATE Marketing and Commercial Development	TEAM Marketing	
POSITION REPORTS TO Marketing Manager	POSITIONS REPORTING TO THIS POSITION N/A	
PURPOSE OF POSITION The Digital Marketing Coordinator works with the Marketing and Commercial Team in the development and implementation of digital marketing and community engagement strategies for The Art Gallery of Western Australia and actively contributes to the marketing, audience development and commercial strategic objectives for the Gallery. This position works collaboratively with cross-functional teams to build effective social and digital campaigns that deliver on key organisational outcomes. It builds the Gallery's online community and following, while also delivering on campaign KPIs.		

CONTEXT

The Art Gallery of Western Australia develops and maintains the best public art collection in the State and the world's pre-eminent collection of Western Australian art. Our purpose is to preserve, interpret, display and acquire historic and contemporary visual arts. Through our collections, programs and events, we offer visitors exciting encounters with Western Australian art, Australian Indigenous art and the art of the world. The Art Gallery of Western Australia has an established national and international reputation and brings major world exhibitions to Western Australia and takes Western Australian initiated exhibitions to the world.

The Gallery has recently embarked on an exciting brand relaunch and continues to develop exhibitions and programs alongside new commercial offerings in the AGWA Design Store and AGWA Rooftop.

The Art Gallery of WA is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries. The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

STATEMENT OF DUTIES

1. In conjunction with the Director of Marketing and Commercial and the Marketing Manager, coordinate the development and implementation of digital marketing, advertising and community engagement plans to educate and engage the public with the Gallery's diverse range of exhibitions, programs, and events and the commercial offerings of the AGWA Design Store and AGWA Rooftop.
2. Coordinate campaigns and maintain digital platforms including, but not limited to the Gallery's social media channels, google analytics, google ads, and as required the Gallery's website and commercial subsites (AGWA Rooftop and Design Store) eDM programs.
3. In collaboration with various Gallery departments, develop, curate and schedule engaging content including copywriting, photography, video content production and effects, to enhance the brand and build strong online communities across our social platforms.

The Art Gallery of Western Australia

STATEMENT OF DUTIES CONT.

4. Daily online community management, social listening/monitoring and interaction, analysis and reporting, including identifying and mitigating social media risks.
5. Develop and maintain Gallery representation on external third-party platforms.
6. Assist the Marketing Manager with budgeting and financial administration for the marketing program including tracking campaign spend by projection accordance with the Gallery's objectives and best practice.
7. Coordinate the collation and distribution of Gallery campaign reports; report on key metrics, analytics and provide trend information.
8. Assist the Marketing Manager with other duties as requested, having regards for the skills, knowledge and abilities of the employee.

WORK RELATED CRITERIA (SELECTION CRITERIA)

Essential

- Demonstrated, relevant, and current experience within a marketing, media or public relations environment across all communication channels with a primary focus on digital channels including website, social media, digital campaigns, email marketing, SEO and SEM.
- Demonstrated experience in the development, implementation and reporting of effective organic and paid social media campaigns, including effective content production to build engagement and extend reach.
- Demonstrated high level of social and digital marketing skills, incorporating content planning, advertising, search and re-marketing strategies.

WORK RELATED CRITERIA (SELECTION CRITERIA) CONT.

- Demonstrated highly developed interpersonal, verbal and written communication skills to allow effective liaison with a wide range of stakeholders and engagement with the Gallery's audience.
- Demonstrated experience in using CMS systems, analytics, email and social media management programs.
- Demonstrated ability to:
 - Independently manage a diverse workload with potentially conflicting demands, and use initiative, to ensure deadlines are met;
 - Work proactively and creatively in a team-based environment;
 - Work flexibly and outside usual business hours when required.

Desirable

- Creative thinker with content creation abilities in Adobe Suite/Canva or similar for static, animated, video creation and editing.
- Completed or significant progress towards relevant tertiary qualification in digital marketing, marketing, communications, advertising or a related discipline.
- Experience in the arts or branded retail/hospitality environment.

KEY CHALLENGES

1. Ability to balance long-term objectives with immediate operational priorities.
2. Ability to increase the Gallery's digital effectiveness across broad audiences.
3. Capacity to coordinate multiple projects, concurrent campaigns and team requirements to meet tight deadlines and within budgets.

KEY RELATIONSHIPS / INTERACTIONS

Internal

Director Marketing and Commercial
Marketing Manager

Marketing, Visitor Experience, Commercial, Design Store and Learning staff
Curatorial staff

External

Stakeholder engagement; from advertising and creative sectors, tourism, arts and media sectors to liaison with the general public.



COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with Art Galleries 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.
- Maintain current knowledge of all developments and changes in legislative requirements that apply to the state government sector.

SPECIAL CONDITIONS

1. 'Australian Permanent Residency' status is a minimum requirement for permanent appointment to the WA Public Sector.
2. Criminal History Record Check: An acceptable National Police Certificate (police clearance), or equivalent, is an essential pre-employment requirement and must be obtained prior to commencement (within the last 6 months).
3. Complete induction within three months of commencement;
4. Complete Accountable and Ethical Decision Making Training within 6 months
5. Must be fully vaccinated for Covid 19

LOCATION

Perth Cultural Centre

Manager Signature: **Date:**

Employee Signature: **Date:**

