



ARTS AND CULTURE TRUST

JOB DESCRIPTION FORM

POSITION DETAILS

Position Title	13368
Position Number	Marketing Assistant
Classification Level	Level 3
Award/Agreement	Public Service Award 1992, or any other prevailing industrial instruments
Division	Ticketing and Marketing
Branch/Section	Marketing
Physical Location	His Majesty's Theatre and other locations as required.
Effective Date	1/01/2022
Employment Type	Fixed-Term
Employment Status	Full time

REPORTING RELATIONSHIPS

POSITION REPORTS TO

Ticketing and Marketing Manager	13679	Level 7
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POSITIONS REPORTING TO THIS POSITION

NIL

PURPOSE OF THE POSITION

To assist the Ticketing and Marketing Manager with tasks to ensure the efficient and effective execution of all Arts and Culture Trust marketing strategies.

DUTIES OF THE POSITION

This section outlines the essential results and outcomes required of an individual in this position.

1. Prepare and organise all facets of promotion and marketing (including through ticketing), event management and publicity activities and materials and undertake media liaison duties.
2. Prepare and develop marketing collateral including, but not limited to, email content, social media content and brochures.
3. Assist in administering Arts and Culture Trust social media marketing and advertising. This includes content management, audience development, creating a publishing schedule and monitor social media forums.
4. Develop and maintain relationships with external stakeholders including sponsors, printers, photographers, graphic designers, ticketing agents, artists, promoters, and the media.
5. Create and maintain web listings of current shows and other website content.
6. Coordinate functions and events; including developing and maintaining invitation listings and function run sheets.
7. Develop strategies to extend audience reach and loyalty particularly for new potential audiences.
8. Research new marketing techniques and strategies to assist campaigns and develop audiences.
9. Create purchase orders and processing invoices through the financial management system for marketing related transactions.
10. 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

This section outlines the requirements, in relation to the knowledge, skills, experience and qualifications required to perform the duties of the position.

ESSENTIAL

1. Role Specific

- Demonstrated, relevant, and current marketing knowledge and experience within a marketing, media or public relations environment.
- Demonstrated experience in operating the Microsoft Office suite of packages in a Windows environment
- Experience in the use of publishing and/or graphics software and website development and/or editing tools.

2. Shapes and Manages Strategy

- Demonstrated ability to work proactively and creatively to complete tasks and overcome problems in a team-based environment.

3. Achieves Results

- Strong organisational, project management and decision-making skills.

4. Builds Productive Relationships

- Demonstrated ability to foster effective relationships with both internal and external staff, clients and stakeholders.

5. Exemplifies Personal Integrity and Self-awareness

- Ability to understand and operate within the mission, vision and values of the Department.

6. Communicates and Influences Effectively

- Excellent written and verbal communication skills, with demonstrated ability to write quality materials, including media releases and publications.

DESIRABLE

1. Other skills, experience, and knowledge desirable in the role

- Tessitura experience.

ELIGIBILITY SPECIALISED - SKILLS / TRAINING REQUIREMENTS

APPOINTMENT IS SUBJECT TO

- 100 Point identification check.
- 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).

TRAINING

Complete induction within three months of commencement.

Complete Accountable and Ethical Decision-Making training within 6 months.

Complete any training specific to the role required by Departmental policy.

CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and requirements of this position.

Corporate Executive Representative Signature

Enter text.

Date

Enter a date.

I have read and accept the responsibilities of the Job Description Form. The position's duties are to be performed in accordance with the Department's Code of Conduct.

Employee Signature

Enter text.

Date

Enter a date.

ABOUT THE ARTS AND CULTURE TRUST

The Arts and Culture Trust (ACT) was established on 1 July 2022 when the Arts and Culture Trust Act 2021 was proclaimed, replacing the Perth Theatre Trust (PTT).

The ACT manages the following venues:

- His Majesty's Theatre
- Subiaco Arts Centre
- The State Theatre Centre of Western Australia
- The Albany Entertainment Centre
- Perth Cultural Centre

ORGANISATION	MISSION	VISION	VALUES
Arts and Culture Trust	To offer wide-ranging arts experiences in well-managed venues	To have vibrant, full theatres	Creativity Respect Service