



ARTS AND CULTURE TRUST

JOB DESCRIPTION FORM

POSITION DETAILS

Position Title:	Marketing Officer
Position Number	13523
Classification Level	Level 3
Award/Agreement	Public Service Award 1992, or any other prevailing industrial instruments.
Division	Venue Management
Branch/Section	Marketing
Physical Location	Albany Entertainment Centre
Effective Date	3/08/2016
Employment Type	Fixed-Term
Employment Status	Full time

REPORTING RELATIONSHIPS

POSITION REPORTS TO

Manager, Albany Entertainment Centre	13388	Level 7
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POSITIONS REPORTING TO THIS POSITION

Nil

PURPOSE OF THE POSITION

The Marketing Officer is responsible for the efficient development, implementation and monitoring of marketing and publicity strategies to support the Albany Entertainment Centre's audience development and income generation goals.

DUTIES OF THE POSITION

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

1. Develop strategies to extend audience reach and loyalty particularly for new potential audiences.
2. Develop and maintain local media contacts in order to generate relevant stories, interviews and other media coverage.
3. Liaise with external stakeholders including promoters, sponsors, ticket service provider, merchandisers, photographers and the media to develop and maintain relationships.
4. Prepare press advertisements, dispatch brochures and undertake sponsorship administration.
5. Create and implement marketing campaigns for externally and internally presented productions and events.
6. Coordinate and implement promotional activities for venue visitor programs and services.
7. Coordinate the development and implementation of promotional activities and related resources for Community Engagement programs.
8. Compile and maintain listing of current shows; including preparing an electronic event guide for upcoming shows.
9. Implement and manage strategic marketing and publicity requirements for VIEW Restaurant, functions and conventions business in association with AEC Manager and Function Sales Coordinator.
10. Update EBMS databases and liaise with the EBMS Administrator when required.
11. Coordinate media publicity campaigns including copy writing for multiple mediums, preparing advertisements and arranging distribution.
12. Coordinate ticketing event builds with ticket service provider for internally and externally generated shows and events.
13. Undertake website and search engine optimisation, email marketing and social media campaigns.
14. Develop cross marketing initiatives with external partners.
15. Assist Venue Manager in development of and undertake monitoring of the annual marketing budget, providing forecast and maximising revenue from ticket sales.
16. Generate regular sales reports against marketing plans to demonstrate return on investment against activities, key findings, learnings and recommendations.
17. Produce comprehensive final campaign reports for inclusion in grant acquittals and circulation to key stakeholders.
18. Ensure all marketing and publicity materials relating to the venue and/or activities in the venue are appropriately archived.
19. Other duties as required with respect to the skills, knowledge and abilities of the employee.

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, sales, media or public relations environment.
 - Experience in the design and implementation of effective communications via email, Internet advertising, social media, and other electronic methods.
 - Strong computer skills including the ability to competently use computerised box office/CRM systems, Microsoft Office, publishing and website content management systems software.
2. **Shapes and Manages Strategy**
 - Experience in database and market research projects, including analysis and interpretation of data for ongoing improvement of marketing plans.
 - A strong understanding of patron services principles and a genuine commitment to serving the needs of a diverse local community.
3. **Achieves Results**
 - Strong organisational skills in planning and time management.
4. **Builds Productive Relationships**
 - Demonstrated ability to work effectively within a team environment and contribute to the achievement of team goals.
 - Ability to develop and maintain 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.

ELIGIBILITY SPECIALISED - SKILLS / TRAINING REQUIREMENTS

SPECIAL CONDITIONS

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

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

Date

Click or tap to 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

Date

Click or tap to enter a date.

ABOUT THE ARTS AND CULTURE TRUST

The Arts and Culture Trust (ACT) was established on 1 July 2022, replacing the Perth Theatre Trust (PTT). ACT delivers cultural and performing arts experiences across a range of significant Western Australian Venues and precincts including:

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