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## **Position Description: Marketing & Communications Coordinator, Flying Arts Alliance Inc**

**Status:** 5 days per week, 9.00 am – 5.00 pm (negotiable) or equivalent including lunch break.

**Location:** Judith Wright Arts Centre, Brisbane, Fortitude Valley

**Reports to:** Program Team Lead

### **Purpose of the Role**

Contribute to the achievement of organisational goals through providing effective marketing and communications across the key areas of the organisation's business. Working closely with our Operations team, Programs team and Regional Arts Fund team, provide strategic brand management, marketing and communications services to support the organisation's programs, services and events, engagement and brand identity.

### **Job Summary**

Under the direction of the Program Team Lead, be responsible for coordinating the marketing and communications of key areas of the organisation's business including the By Request and Professional Development programs, Exhibitions, Events, Development and Fundraising, Projects, Membership, RAF Programs and related services.

### **Duties and Responsibilities**

Coordinate the delivery of:

- Organisational brand management
- Online and offline program communications, publications & promotions
- Social media strategy and management\*
- Website management\*
- EDM and email marketing campaign management\*
- Graphic design and desktop publishing, as required\*
- General public relations, as required\*
- Coordination of print collateral for programs and projects, as required
- Liaison with partners, audiences and stakeholders
- Analysis and reporting on marketing and communications strategies
- Monitoring and reporting on marketing/communications budget expenditure and variances
- Working with Program team and EO to ensure Program marketing and communications needs are met
- Marketing and communications advice and support to other staff as required

\* Managing outsourcing of external providers as required within budget, and approval of EO

### **Knowledge, Skills, and Abilities**

- Knowledge of and skills in marketing, communications and brand management
- Knowledge of and skills in online communications, including email marketing and social media
- Knowledge of modern business communications, including style and format of letters, memoranda and reports, direct mail, media releases, web and social media communications
- Ability to work in PC environment including high level proficiency in Microsoft 365 suite, Adobe Creative suite, Word Press, Google Analytics, social media applications/analytics, Salesforce, Mailing List software and scheduling tools
- High level written and interpersonal communication skills
- Ability to liaise and work with service providers and relevant stakeholders
- High level customer service ethos

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- Ability to work in a small team in a fast-paced office environment

#### **Shared Values Required for Success**

- Collaboration
- Respect
- Sustainability
- Flexibility
- Innovation

#### **Key Selection Criteria**

##### Essential

- Tertiary qualifications in Marketing and Communications
- 2+ years' experience in marketing and communications in relevant industry/sector
- Experience in marketing and communications logistics and production coordination
- Experience using graphic design software
- Awareness of contemporary marketing and communications tools, trends and practices
- High level proficiency and literacy in Microsoft 365, website and social media platforms
- Exceptional organisation and time management skills
- High level written and interpersonal communication skills
- First class customer service ethos
- Proven ability to work effectively in a small agile team
- Demonstrated ability to work collaboratively and share knowledge

##### Desirable

- Knowledge of regional and remote Queensland
- Interest in the visual arts
- Experience in event and/or project management

##### Other Requirements

- Current Driver's Licence (preferable);
- A permanent right to work in Australia; and
- Ability to work outside regular office hours if and as required