
Position Description

Position Description: *Public Relations and Marketing Assistant* Flying Arts Alliance Inc

Status: Contractor - equivalent of 1 - 2 days per week, 9.00 am – 5.00 pm (negotiable)

Length of Contract: 3 months with potential to extend

Location: Judith Wright Centre of Contemporary Arts, Brisbane, Fortitude Valley

Reports to: Executive Officer and/or Marketing and Communications Lead

Direct Reports: Nil

Purpose of the Role

Contribute to the achievement of organisational goals through providing effective public relations and marketing support to the marketing portfolio. Liaise and build relationships with key media and other contacts in an effort to promote and increase the public's engagement with the organisation's key activities, events and projects.

Job Summary

Under the direction of the Executive Officer and/or Marketing and Communications Lead, support the marketing portfolio in the promotion and communication of key areas of the organisation's business including the by request and scheduled programs, exhibitions, Regional Arts Fund (RAF), events, projects, membership and related services.

Duties and Responsibilities

- Assist in the delivery of:
 - Assist with marketing, communications, promotion and public relations for online and offline program and RAF
 - Research media opportunities
 - Prepare of media releases and coordination of public relations activities
 - Maintain media and other contact lists
 - Liaise with internal and external stakeholders and media contacts
 - Develop content and updates for website and social media channels
 - Develop content for and delivery of EDM and email marketing campaigns
 - Analyse and report on marketing and public relation activities
 - Work with the Marketing and Communications Lead in consultation with RAF and programming portfolio leads to ensure marketing, promotion and public relations needs are met
 - General marketing administration duties and other support as required

Knowledge, Skills, and Abilities

- Knowledge of and skills in marketing, communications and public relations
- Knowledge of and skills in online marketing and promotion via email, social media, Google ads, website and other channels
- 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 MS Office suite, Wordpress, Google Ads, Google Analytics, social media applications/analytics and scheduling tools
- High level written and interpersonal communication skills
- Ability to liaise, work with and develop beneficial relationships with service providers, media and other relevant stakeholders
- High level customer service ethos
- Ability to work in a small team in a fast paced office environment

Shared Values Required for Success

- Respect
- Sustainability
- Flexibility
- Innovation

Key Selection Criteria

Essential

- Tertiary qualifications in marketing and/or public relations
- Demonstrated marketing and/or public relations experience, preferably within the arts sector
- Awareness of contemporary marketing, public relations and promotional tools, trends and practices
- High level computer, website and social media literacy
- 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

- Experience developing successful campaigns in Google Ads
- Wordpress experience
- Content marketing experience
- Experience using the Adobe Creative Suite
- Established relationships with key media contacts
- Knowledge of regional and remote Queensland
- Interest in the visual arts

Other Requirements

- Current Driver's Licence (preferable);
- A permanent right to work in Australia; and
- Flexibility to work standard office hours and outside of standard office hours as required