

Marketing and Administration

www.ausdancensw.com.au



ausdance
nsw

Salary 48-58k
Full time 3yr contract
Reports to The Director and Manager

Ausdance NSW is the Peak body for dance for NSW. Whilst being an independently incorporated non-for profit association, we are also part of the Ausdance Network, with offices in most states and territories.

Role

You will have the overall responsibility for the look, brand and feel of Ausdance NSW. You will have major input into the new 2016 – 2018 marketing and communication plan. You will lead the promotion of the organisations projects and events and executing general administration tasks. You will lead membership drives and facilitate the promotion of our members events and projects.

Personal Characteristics

- A can do attitude
- Ability to be both a team player and a leader as appropriate
- Desire to continually learn improve, and display a consistent professional behaviour.

Criteria (To be addressed in your application)

- Excellent organisational and administrative skills with an eagle eye for detail.
- Excellent written and verbal communication skills.
- Can demonstrate experience in creating strategies & implementing them in the following areas; communication, marketing, branding and sponsorship.
- Can demonstrate experience in maintaining websites, producing e-newsletters and other online communications.
- Ability to manage multiple tasks simultaneously whilst meeting tight deadlines.
- Minimum 3 years experience in an arts marketing/communication role.
- Advanced computer literacy with strong Microsoft Office and Apple Macintosh skills.
- Website, CRM and CMS experience.
- Social Media Savvy - highly skilled in content creation.
- A proven track record of successful marketing campaigns.
- Interest in the performing arts.

Desirable

- Experience and knowledge of the performing arts sector.
- Relevant tertiary qualifications in marketing /communications, arts or related fields.
- Film and photo editing skills.
- Design savvy.

Detailed Job Description

You will have the overall responsibility for the look, brand and feel of Ausdance NSW. You will have major input into the new 2016 – 2018 marketing and communication plan. You will lead the promotion of the organisations projects and events and execute general administrative tasks. Including:

- Maintenance of the Ausdance NSW through the in house content management system.
- Creation of Ausdance NSW fortnightly e-newsletter content and distribution, including maintenance of e-subscriber base.
- Promotion of the organisations events and projects
- Promotion of our members events and projects
- Selling and coordination of advertising for all online communications.
- Database management and drive all Social Media Platform content.
- Write press releases and articles as needed.
- Liaise with the Ausdance Network, organisations, partners and individuals as required.
- Produce elements for the Annual report and other advocacy documents.
- Work closely with other staff members to increase membership numbers.
- Input to the membership engagement strategy with Director and staff.
- In put to the collation of board reports as required and when required attend board meetings and some committee meetings.
- Create and manage Industry Events
- Provide point of contact for all member enquiries.
- Perform general administrative tasks e.g. mail outs, managing room bookings and the team calendar
- Provide administration to projects as required

To apply please submit CV and a response to the selection criteria, maximum of 2 pages.

Submit all applications by 9pm Monday 16 Nov, to ausdancensw@gmail.com and include in the subject line 'MARKETING *Your name*'

To discuss the role please contact the director, (02) 9256 4800 during normal office hours.

Interviews will be conducted on Thursday 19th November, with follow up interviews on the Tuesday 24th November.