

Position Description



Position title	Marketing Coordinator	Location	Sydney/Melbourne
Department	Engagement	Work type	Full-time
Reports to	Marketing Manager	Term	Ongoing

POSITION OBJECTIVE

This role supports the Engagement team in implementing the Australian Youth Orchestra's marketing and communications plans and provides administrative support to the AYO team. The first point of contact for in-bound communication, the Marketing Coordinator works closely with all team members and collaborates with various stakeholders. The role seeks to build meaningful relationships across all AYO market segments and works to increase AYO's presence, profile and position across Australia and internationally.

DUTIES AND RESPONSIBILITIES

Marketing and Communications

- Assist with developing and implementing AYO's engagement plan for key stakeholder groups
- Coordinate in-bound and out-bound communications, including phone and email inquiries, email distribution lists and on-line forms
- Generate collateral distribution lists through database management, online research and out-bound telephone calls
- Create and update online listings for the organisation's concerts, activities and events
- Coordinate printing by procuring quotes and ensuring artwork is delivered on time to printer specifications
- Assist with promotional opportunities, including offers, online promotions, and cross-promotions with other organisations
- Assist with maintaining AYO's website, ensuring content is current, accurate and appropriate for the channel and audience
- Undertake simple graphic design jobs using Photoshop and InDesign

AYO Events

- Coordinate collateral and communication requirements associated with events
- Manage guest lists, invitations, RSVPs and attendance record-keeping for AYO events and activities
- Coordinate the allocation of complimentary concert tickets for AYO performances
- Assist with front-of-house duties at AYO concerts and events when required

Position Description



Database and Systems

- Contribute to the ongoing development and improvement of AYO's database and marketing platforms
- Contribute to the development of systems to assist with lead-tracking, relationship management and reporting utilising AYO's CRM (Salesforce)
- Ensure database records - including engagement plans, communication, activities and events - are up to date with accurate information

Reporting and Administration

- Assist with campaign reporting and monitoring and reporting requirements for internal and external stakeholders as required
- Actively contribute to marketing and communications planning meetings
- Act as the first point of contact for general enquiries and ensure a response in a timely manner, including forwarding to the relevant team or person and following up on their response
- Undertake general administrative duties and archiving

Values

- Actively support AYO's purpose, values and strategic vision
- Operate in accordance with AYO's policies, procedures and practices
- Positively and constructively represent AYO to external stakeholders
- Behave in a way that contributes to a workplace that is free of discrimination and harassment and ensures the health, safety and welfare of yourself, co-workers and others

KEY RELATIONSHIPS

- Reports to:** Marketing Manager
- Works closely with:** Director of Engagement
Communications Coordinator
Content Coordinator
Participant Coordinator

This position description describes the broad scope of the role; it is not an exhaustive list of duties. It may change from time to time with due consultation to meet the organisation's changing needs.

Position Application



SELECTION CRITERIA

Essential

- Demonstrated experience and/or an understanding of marketing and communications principles and practice
- Knowledge and experience in database management, email marketing systems, and/or website content management: specifically Salesforce and Wordpress.
- Strong interpersonal skills including the ability to steward relationships with internal and external stakeholders
- Demonstrated enthusiasm, self-motivation, initiative and flexibility
- Proven ability to meet deadlines and manage competing priorities
- Proofreading and editing skills with good attention to detail
- Proven ability to contribute ideas and the capability to work both independently and as part of a team

Desirable

- Knowledge of the arts, preferably classical music, and the market in which AYO operates
- Experience working in and/or an understanding of working in the not-for-profit sector and/or arts industry
- Skills in use of InDesign to produce simple collateral
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SPECIAL REQUIREMENTS

- Availability to work outside of regular office hours, including some weekends
- Adhere to AYO's Code of Conduct, policies and procedures
- Willingness to undertake a national crime check and working with children check prior to appointment

APPLYING FOR THE POSITION

In order to submit your application for this position, please forward:

- current resume
- a response, no longer than two pages, to the above selection criteria which demonstrates how your experience and knowledge are applicable to the position
- an indication of preference for full-time or 0.8FTE; Melbourne or Sydney office

Please forward your application to JohannaMulholland@ayo.com.au

If you would like to discuss the position further please contact Johanna Mulholland, Director of Engagement on (02) 9356 1408 or at JohannaMulholland@ayo.com.au