

# Position Description



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<b>Position title</b>	Marketing Coordinator	<b>Location</b>	Sydney
<b>Department</b>	Engagement	<b>Work type</b>	0.8FTE - 1.0FTE
<b>Reports to</b>	Director of Engagement	<b>Term</b>	Ongoing

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## COMPANY VALUES

AYO's vision is that all young Australians are empowered with musical knowledge, imagination and a love of music.

AYO's values are the guiding principles for decision making and interactions in our workplace:

Quality, Respect, Creativity & Connection

## 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

### 1. 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
- Coordinate promotional opportunities, including offers, online promotions, and cross-promotions with other organisations
- Create and update online listings for the organisation's concerts, activities and events
- Assist with maintaining AYO's website, ensuring content is current, accurate and appropriate for the channel and audience
- Assist with scheduling, editing and writing social media content

- Undertake simple graphic design jobs using Photoshop and InDesign

## **2. 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

## **3. 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

## **4. 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

## **Lived Values in the Workplace**

- 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

<b>Reports to:</b>	Director of Engagement
<b>Works closely with:</b>	Marketing and Communications Manager
	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.

### Qualifications and Experience Criteria

- A tertiary qualification (or near completion) in Marketing, Communications, Public Relations, Arts Management, or a related field.
- Demonstrated experience coordinating marketing activities including digital campaigns, event promotions, and content scheduling.
- Experience with website content management systems (e.g. WordPress or similar).
- Strong working knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Experience with email marketing platforms (e.g. Mailchimp or Campaign Monitor).
- Competency with basic graphic design using Adobe Creative Suite, especially InDesign and Photoshop.
- Familiarity with CRM systems and data management (Salesforce experience desirable).
- Excellent verbal and written communication skills, with attention to detail and an ability to adapt tone and style for different audiences.
- Demonstrated ability to manage incoming communications professionally and efficiently.
- Strong interpersonal skills with the ability to work collaboratively across teams and with external stakeholders.
- Strong organisational and time-management skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Demonstrated ability to maintain accurate records and support campaign reporting.
- Comfortable providing administrative support and performing front-of-house duties at events.

### Desirable Criteria

- Interest or background in the arts, particularly classical music or youth arts education.
- Experience in a not-for-profit or membership-based organisation.
- Knowledge of SEO principles and analytics tools (e.g. Google Analytics, Meta Business Suite).
- Experience with online forms and surveys (e.g. Jotform, SurveyMonkey).

### To Apply:

Please submit your CV and a cover letter outlining your suitability for the role via the [application portal](#).

### Contact:

Please contact Johanna Mulholland, Director of Engagement, for any questions about the role: [johannamulholland@ayo.com.au](mailto:johannamulholland@ayo.com.au)