

MUSICSA JOB AND PERSON SPECIFICATION

Title of Position:	Marketing Assistant
Reports to:	Marketing Manager
Key Relationships:	CEO, MusicSA Staff, government, funding bodies, program stakeholders and partners, artists, industry, venues
Contract Term:	1 (one) year
FTE:	FTE0.6

MUSIC SA

South Australia is a vibrant, world class cultural community and home to Australia's only UNESCO City of Music. The proud legacy of the state's iconic musical heritage underpins the success of today's local and unique contemporary music industry, which is both noted and envied for its innovation, liveability and creative drive.

MusicSA is the peak advocacy body for the South Australian contemporary music industry. A not-for-profit organisation, MusicSA is committed to promoting, supporting and developing the local industry by focussing on nurturing careers, creating pathways, developing strategic projects, delivering industry and professional development opportunities and connecting artists, audiences, venues and businesses.

POSITION SUMMARY

The Marketing Assistant is responsible for supporting the implementation of MusicSA's marketing and communications strategies and campaigns for industry development and event programs and projects. The role encompasses a strong focus on digital marketing activity under the supervision of the Marketing Manager, including content creation, the scheduling of MusicSA websites and social media channels, communications and other marketing-based duties as required.

KEY RESPONSIBILITIES

- Drive content creation and coordinate and maintain MusicSA websites and social media channels
- Assist with the development of innovative online solutions that benefit MusicSA programs and the South Australian contemporary music industry
- Generate copywriting for diverse internal and external communication platforms, including e-newsletters and web articles

- Contribute to building MusicSA's profile and industry networks locally, regionally and nationally
- Assist in the coordination and delivery of marketing and communications strategies and campaigns across industry development, events and programs
- Collate and track key statistics and event/ attendance/ engagement data for reporting to the Board, funding bodies, government and stakeholders
- Collate and track statistics on web use and social media activity for reporting to the Board, funding bodies, government and stakeholders
- Attendance at MusicSA events and programs
- Attendance at and contribution to MusicSA staff meetings and marketing meetings

REQUIRED SKILLS AND EXPERIENCE

- Tertiary qualifications in marketing, communications, media, publicity, music business (or similar), or the equivalent experience in prior professional marketing or music industry roles
- Demonstrated knowledge of marketing, communications and/ or PR
- Demonstrated experience in and a strong passion for the professional music industry
- Experience working on programs, projects or events in a marketing capacity
- Strong copy-writing skills in long and short form content and internal and external communications
- Strong literacy, digital and computing skills, including experience posting and scheduling content for Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok and tracking google alerts
- Knowledge of basic graphic design and Adobe Creative Suite to generate digital assets
- Ability to develop new skills, learn new software and be across new innovations in digital marketing and communications
- Excellent communication and interpersonal skills with the ability to demonstrate diplomacy and discretion, and build trust and productive relationships
- Ability to think creatively and develop lateral solutions to problems
- Ability to work autonomously and collaboratively in a small team environment
- Excellent organisational and time management abilities, with the capacity to be flexible, multi-task and achieve outcomes under pressure and to deadlines
- Ability to prioritise and work efficiently in a fast-paced environment

SPECIAL CONDITIONS

- Some out of hours work is required on occasion
- MusicSA has a flexitime and TOIL arrangement and overtime is not applicable
- Driver's license is essential
- A current Working With Children Certificate is required