

MUSICSA JOB AND PERSON SPECIFICATION

Title of Position:	Marketing Intern
Reports to:	Marketing Manager
Key Relationships:	CEO, MusicSA Staff, government, funding bodies, program stakeholders and partners, artists, industry, venues
Contract Term:	Short term fixed contract
FTE:	TBC

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 body and advocate 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 Intern is responsible for assisting with the implementation of MusicSA's marketing and communications strategies and campaigns for industry development and event programs and projects. The role includes digital marketing activity under the supervision of the Marketing Manager, including content creation, the scheduling of MusicSA websites and social media channels, administrative tasks, internal/external communications and other marketing-based duties as required.

Internship benefits include tailored mentorship opportunities, industry networking, personalised professional development, and SA music event attendance opportunities.

KEY RESPONSIBILITIES

- Develop content creation and assist with MusicSA websites and social media channels

- Assist with administrative tasks surrounding marketing activities
- 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
- Assist with the collation and tracking of key statistics and event/ attendance/ engagement data for reporting to the Board, funding bodies, government and stakeholders
- Assist with the collation and tracking of 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

- Some prior experience or education in marketing, communications, media, publicity, music business (or similar)
- Demonstrated interest in marketing, communications and/ or PR
- Demonstrated engagement and interest/passion for the professional music industry
- An understanding of the work required to support programs, projects or events in a marketing capacity
- Copywriting experience in long and short form content
- Knowledge of internal and external communications
- Literacy, digital and computing skills, including experience posting and scheduling content for social media and tracking google alerts
- Knowledge of basic graphic design and Canva or Adobe Creative Suite to generate digital assets preferred (additional content creation skills looked on favourably – e.g. photography, editing, etc.)
- Knowledge of basic CMS systems (e.g., WordPress) looked on favourably
- Ability to develop new skills, learn new software and be across new innovations in digital marketing and communications
- Excellent communication and interpersonal skills
- Ability to work in a small team environment
- Ability to prioritise tasks and work to deadlines
- Openness, flexibility, and willingness to learn

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