



## Position Description Marketing Assistant (Part time)

<b>Position Title: Marketing Assistant</b>	
<b>Company:</b> Centrehouse inc. t/a Gallery Lane Cove + Creative Studios	<b>Location:</b> 164 Longueville Road NSW 2066
<b>Reports to:</b> Manager/Curator	<b>Direct Reports:</b> Nil
<b>Type:</b> 32 hours per fortnight (to be performed Tue-Fri, inc. 1 Sat shift per fortnight and occasional after-hours during events and openings)	<b>Salary:</b> \$27.40 per hour +11% superannuation
<b>Written by:</b> Miguel Olmo	<b>Date:</b> 20 June 2023

### ABOUT GALLERY LANE COVE + CREATIVE STUDIOS

Gallery Lane Cove + Creative Studios is a for-purpose arts organisation located in the heart of Lane Cove, dedicated to providing exhibition, education, and development services to the community. The organisation showcases contemporary artistic practices, promotes innovative art forms, and serves as a platform for cultural exchange in Sydney. Managed by Centrehouse Inc. a not-for-profit with DGR and ROCO status, its mission is to nurture contemporary artistic practice, promote innovative forms of art making and presentation and be a platform for contemporary cultural exchange in Sydney. In 2024 Centrehouse Inc will celebrate its 50<sup>th</sup> anniversary.

### POSITION SUMMARY

The Marketing Assistant will work closely with the Gallery Manager + Curator to support the development and implementation of marketing strategies and initiatives. The role will involve a wide range of marketing activities to promote exhibitions, educational programs, and events, as well as engage the local community and raise awareness of Gallery Lane Cove + Creative Studios.

### PRIMARY RESPONSIBILITIES

1. Assist in the creation and execution of marketing plans and campaigns to promote exhibitions, education programs, and events.
2. Support the development of marketing materials, including brochures, flyers, social media content, and press releases.
3. Coordinate the distribution of marketing materials through various channels, including online platforms, print media, and community networks.
4. Create content for and maintain the organisation's website and social media platforms with relevant and engaging content.
5. Conduct market research to identify target audiences, trends, and opportunities for marketing initiatives.
6. Monitor and analyse the effectiveness of marketing efforts, including website traffic, social

media engagement, and campaign performance.

7. Collaborate with internal stakeholders, artists, and partners to ensure consistent branding and messaging across all marketing materials.
8. Assist in organising and promoting special events, workshops, and educational programs.
9. Support the implementation of email marketing campaigns and manage the organisation's mailing list.
10. Assist in developing and maintaining relationships with media contacts, local businesses, and community organisations.
11. Stay updated on industry trends, best practices, and emerging marketing tools and techniques.

## **SECONDARY RESPONSIBILITIES**

### 12. Office Administration

- a. Provide support in general administrative tasks i.e. Data-entry, visitor data collection and reporting, updating databases and mailing lists (CRM).
- b. Answering phone calls and visitor/customer queries.
- c. Processing customer payments using EFTPOS facilities and cash.

### 13. Support education services

- a. School Pick-Up/Child supervision: assist with the after-school pick up of students from Lane Cove Public School and supervision.

### 14. Photographic documentation of events such as exhibition openings to be used for marketing purposes.

## **QUALIFICATIONS AND SKILLS:**

### **Essential:**

- Tertiary qualifications in marketing, communications, or a related field, or suitable on the job experience.
- Previous experience in marketing, preferably in the arts or cultural sector.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing, and content management systems.
- Strong attention to detail and organisational skills.
- Creative thinking and ability to generate innovative ideas for marketing campaigns.
- Knowledge of graphic design software and ability to create visually appealing marketing materials, or willingness to learn.

- Ability to work independently as well as collaboratively in a small team environment.
- Passion for the arts and a strong understanding of the local arts community.
- Ability to work one Saturday shift per fortnight and occasional after-hours during events.
- Working with Children

**Desirable: (Any one or more of these skills)**

- Skills in photography and videography to capture and document events and exhibitions.
- Familiarity with market research and analysis techniques.
- Knowledge of search engine optimisation (SEO) and search engine marketing (SEM) techniques to improve online visibility.
- Experience in writing grant applications and securing funding for marketing initiatives.
- Familiarity with customer relationship management (CRM) systems for effective audience segmentation and engagement.
- Understanding of public relations strategies and media relations to enhance the organisation's visibility and media coverage.
- Proficiency in copy editing and proofreading marketing materials for accuracy and consistency.
- Basic knowledge of web design principles and content management systems to update and maintain the organisation's website.
- Awareness of current marketing trends, innovations, and best practices in the arts and cultural sector.
- Experience in planning and executing marketing strategies for large-scale events or festivals.
- Ability to generate comprehensive reports on marketing performance and provide actionable insights.
- Knowledge of paid advertising on social media platforms to maximise reach and engagement.
- Ability to develop and implement strategies to engage and involve the local community in marketing initiatives and programs.
- Proficiency in graphic design software to create visually appealing marketing materials.
- Strong public speaking skills to present marketing plans and initiatives to internal and external stakeholders.
- Understanding of market segmentation techniques to target specific audience segments effectively.

- Knowledge of fundraising strategies and experience in supporting fundraising efforts through marketing campaigns.
- Sensitivity and awareness of social and cultural issues to ensure inclusive and diverse marketing approaches.

**APPLICATION PROCESS:**

To apply for this position, please email your resume and a cover letter addressing your suitability for the role to [manager@gallerylanecove.com.au](mailto:manager@gallerylanecove.com.au). The deadline for applications is midnight Sunday 16 July 2023.

Please note that only shortlisted candidates will be contacted for an interview.