

POSITION DESCRIPTION

Marketing Officer

Position Title:	Marketing Officer
Reporting to:	General Manager
Direct Reports:	N/A
Terms:	12 months, commencing 17 January 2023 (all Ausdance VIC staff renew contracts annually to align with funding)
Salary Range:	\$50-\$60k (Full Time Equivalent)
Location:	Hybrid / WFH / Ausdance VIC, 59 Francis St Yarraville, Victoria Offsite locations for events may be required

About Us

Ausdance VIC (AV) is the recognised Peak Body for dance in Victoria, supported by Creative Victoria. We provide advocacy and advice, as well as sector-development and community-engagement programs and events for a wide range of stakeholders, including independent dance artists and teachers, companies and ensembles, the education sector (including primary, secondary, and tertiary institutions and educational providers), dance studios, and the community.

As a Registered Training Organisation (RTO 20949), AV provides accredited VCE and VET training, and sits on state and national industry-training advisory boards tasked with oversight of professional dance development, courses, and accreditation which includes Cert II and III in Dance, Cert IV in Dance Teaching and Management, Diploma of Dance (Elite Performance), Diploma of Musical Theatre and Creative Ageing Through Dance.

We also represent the dance sector as part of the Arts Industry Council of Victoria. As a membership organisation, AV offers support to individual and organisational members. We maintain a key partnership with our sister organisations, Ausdance NSW, QLD, ACT, SA and WA which provides opportunities and pathways for artists nationally.

Our Vision

All Victorians have access to opportunities to experience and engage with dance.

- As the Peak Body for dance in Victoria, AV wants to see the following outcomes;
- a First Peoples lens shaping all aspects of AV policy, strategy and programs;
- dance and the dance sector thrive in remote, rural, and metropolitan areas of Victoria;
- all Victorians have access to participate in, and engage with, dance;
- greater diversity and inclusion in dance; a range of people, places, and practice across the state engaging in dance as a career and/or for creative, recreational, and health purposes.

Our Mission

To advocate for, create, support and promote opportunities for dance in Victoria, and invest in its ongoing development.

Our Priorities

1. Our Members are engaged and well-supported
2. Support and development of the dance sector to build resilience, capacity, and capability.
3. To work for the benefit of all Victorians
4. Sustainably grow the Ausdance VIC Registered Training Organisation (RTO)
5. Building AV's organisational capacity

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Job Purpose

To raise awareness and interest in AV by implementing effective marketing campaigns, first point of management of the website, managing social channels, managing CRM software and continuing a strong communication stream with members and stakeholders to grow Ausdance VIC's brand and member base.

Ideal Candidate

You will be a person who is passionate about the arts and entertainment industry, ideally with a love of dance in any or all of its forms. You should be a confident person who is willing to represent the organisations core values and you should strive to develop not only the Victorian dance sector, but also yourself. You will need to have a thorough understanding of how to work with a WordPress website, be proficient across all forms of Social Media, experienced in EDM creation and Mailchimp / CRM software.

AV proudly supports a safe work environment for people of all cultural backgrounds, abilities, ages, sexualities and gender identifications. The Ausdance VIC office is located on the second level of Yarraville Community Centre and has stair free, elevator access. This role could be successfully fulfilled by a person who requires accessibility support due to its hybrid nature. The organisation will provide the successful candidate with any specialist equipment needed to succeed. If you are applying for this role and require any assistance, please email victoria@ausdance.org.au

If you are a person who identifies as First Nations, Aboriginal, Indigenous or Torres Strait Islander and you wish to view our Cultural Safety Policy prior to applying, please email victoria@ausdance.org.au

KEY ACCOUNTABILITIES

Key Responsibilities	Accountabilities	% of role
Marketing	<ul style="list-style-type: none">Website updates, content creation, tagging, linkages and maintenance.CRM maintenance and managementContribute to the development, implementation and evaluation of all marketing communications strategies and timelines in alignment with AV's strategic plan.Content creation of all external communication channels including website, newsletters, direct emails, social media and PR covering the spectrum of Ausdance VIC's activities including advocacy, education programs and special projects.The timely development of all marketing and promotional materials and publications released by the organisation – across all platforms including both print and electronic.Proactively engage in research and analysis of key stakeholders to inform internal and external communications and program development.	70%

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	<ul style="list-style-type: none"> • Work with the Ausdance VIC team to support and drive advocacy activities at all levels utilising research and analysis. • Assist in reporting on all paid and unpaid campaigns across social media and other channels as relevant. • Assist communications in proactively seeking media coverage and PR opportunities for AV including preparing and sending media releases. • Assist in managing media attendance at events. • Contribute to acquittals as required. • Contribute to grant and funding applications as required. • Maintain all Marketing templates, assets and guidelines across the organisation. • Ensure all marketing and communication materials are accessible and inclusive, in line with industry standards. 	
Memberships	<ul style="list-style-type: none"> • Plan and deliver communications campaigns to drive new and retain existing members. • Be the point of contact for all active and prospective members and maintain excellent member relationships. • Confidently answer questions from members promptly. • Leverage insights gained from member relationships, supported by qualitative and quantitative data, to be the internal advocate for members. • Proactively seek partnerships to enhance member benefits. • Manage and update all elements of our CRM software. • Record and update member's information on the CRM. 	30%
Advocacy	<ul style="list-style-type: none"> • Approach all situations professionally as a representative of Ausdance Victoria with the ambition to educate, inform and learn about the dance industry in our state and country. • Act in a manner that promotes equality across the sector and encourages an inclusive environment for all. 	Continual
Health and Safety	<ul style="list-style-type: none"> • Take reasonable care of your own health and safety and that of others at all times. • Ensure that your acts do not impact others negatively. • Comply fully with Ausdance Victoria's policies and procedures. • Assist Ausdance Victoria in complying with WHS laws to maintain a safe working environment. 	Continual

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KEY SELECTION CRITERIA

Education and Qualifications	Required	Preferred
Qualifications in marketing, communications or related field		X
Knowledge and Experience	Required	Preferred
2+ year experience in a marketing or communications role	X	
Experience in digital platforms such as WordPress	X	
Experience with the dance, arts or entertainment industry		X
Experience in creating digital content	X	
Experience in CRM systems such as CIVI CRM and Mailchimp		X
Technical and Specialist Competencies	Required	Preferred
Knowledge of Microsoft Office applications	X	
Knowledge of WordPress website editing suite	X	
Knowledge of Adobe Creative Suite applications	X	
Knowledge of mainstream social media platforms		X
Knowledge of EDM applications		X
Knowledge of the Australian dance industry		X
Behavioral Competencies	Level	
Verbal and written communication	Advanced	
Interpersonal relationship with management and stakeholders	High	
Time management	High	
Problem solving and judgment	High	
Ability to work autonomously and independently	High	

RECRUITMENT PROCESS

To apply, please provide us with;

- a cover letter addressing the Key Selection Criteria and an overview of how your skills, passion and ambition would succeed in this role and with Ausdance VIC. Maximum 2 pages;
- an up to date Resume;
- PDF with no images preferred.

Applications Close: 2 December, 2022

Interviews Commence: 8 December, 2022

Position Commences: 17 January 2023

You may apply via any direct recruitment portal, i.e. Seek, LinkedIn, Arts Hub etc., or you can email us your application directly to victoria@ausdance.org.au addressed to the General Manager.

***Applicants who don't provide a cover letter will not be considered.**

Important note: This job description serves as a guide to the scope and range of activities that may be required. Responsibilities may change at any time according to the needs of Ausdance VIC.