

# PERTH FESTIVAL

<b>Position Title:</b>	Marketing Assistant
<b>Department</b>	Marketing
<b>Supervisor Title:</b>	Head of Marketing

## About Perth Festival

At the edge of Australia, at the edge of the world, our lifestyle, our environment, our history provides us with a singularly distinctive outlook on how we celebrate creativity and culture — and embrace the very best that humanity has to offer from anywhere on the planet. Every summer since 1953 Perth explodes with music, dance, stories, conversations and laughter. Bright and bold and refreshingly down-to-earth, our Festival is made for locals — but we invite everyone to jump in, and experience art in a different light.

We are uniquely placed to celebrate the oldest living culture in the world by championing rich indigenous traditions and contemporary arts practice.

We build a creative community through arts sector development and diverse audience engagement, which are the heartbeat of the Festival. We collaborate with local institutions, grass roots arts organisations and provide opportunities, skills and jobs for hundreds of people each year.

This Festival and this city share the most dynamic region in the world, the Indian Ocean Rim and East Asian time zone where more than 60% of the world's population lives. The opportunities for artists, producers and presenters to explore creative engagement and international partnerships throughout the region are boundless.

The Festival was born out of the University of Western Australia's annual summer school entertainment nights as a “festival for the people” in response to a changing post-war society hunger for cultural nourishment.

Perth Festival now stands as Australia's premier curated arts festival – and one of the greatest in the world – with a diverse program of international artistic excellence that honours the vision of Festival founder Prof Fred Alexander:

*“Keep up your standards and seek the best that is available to you wherever it may be found; but don't allow the Festival to become the exclusive preserve of the ultra-highbrows who might be tempted to forget that it is primarily a festival for the people of Perth.”*

## About the work area

The Marketing department is responsible for management of the Festival's brand, audience development initiatives, advertising campaigns, box office, strategic communications, digital activities, ticketing and customer service.

The department develops marketing strategies that strengthens relationships with existing audiences, attracts new audiences and enhances each individual's Festival experience.

## Role statement

Under the direction of the Head of Marketing, the Marketing Assistant will support the Festival's Marketing and Communications Team across a range of administrative activities while also being provided with opportunities to learn foundational skills in a dynamic environment.

## Key responsibilities

1. Provide general assistance to the Marketing and Communications Team, including by supporting with workflow, scheduling and email management

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2. Manage team administration including raising purchase orders, processing invoices, meeting agendas and taking meeting minutes
3. Assist with the distribution of publications, electronic media and promotional collateral for the Festival
4. Assist with the coordination of lanyards, t-shirts and other key promotional material for the Festival
5. Support with maintaining web content throughout the Festival
6. Input information into the Content Management System (CMS) when required
7. Document campaigns and track delivery of partner requirements
8. Assist with the maintenance of the Festival's CRM database.
9. Assist with maintaining Festival social networking profiles and building eNews when required
10. Assist with collating media clippings and media monitoring
11. Assist with distributing online patron surveys
12. Other duties as directed by the Head of Marketing

## Specific work capabilities (selection criteria)

A passion for arts marketing

Minimum of one year's experience in a marketing department (including interning) or an advertising agency

Experience in website CMS and social networking platforms

Proficiency in a range of computing skills and technology, specifically MS Office, photo editing programs, online EDM systems and multi-media platforms

Well-developed written and verbal communication skills

Well-developed organisational skills and demonstrated ability to set priorities and to meet deadlines

Ability to work independently, show initiative and work productively as part of a team

Experience with Tessitura is desirable

## Organisation chart

