

## Position Description: Office and Marketing Coordinator

<b>Primary purpose</b>	To ensure the smooth day-to-day running of the WAC including membership, database, web and accounts management. Design and produce high quality targeted promotional materials. Develop and support promotional and marketing strategies across all media.
<b>Reports to</b>	General Manager
<b>Direct reports</b>	Nil
<b>Skills/attributes</b>	<ul style="list-style-type: none"> <li>• High level of customer service skill.</li> <li>• Able to prioritise and organise multiple tasks.</li> <li>• Able to act ethically, honestly and with fairness.</li> <li>• Eye for detail.</li> <li>• Well-developed communication, negotiation and interpersonal skills.</li> <li>• Well-developed financial and record keeping skills.</li> <li>• An affinity for and understanding of arts generally and of networks and relationships that can be accessed to the benefit of the WAC.</li> <li>• Demonstrated experience in marketing and promoting arts programs and facilities.</li> <li>• Experience working with a tight marketing budget to deliver results.</li> <li>• High-level relationship development skills.</li> <li>• Capable of deriving marketing insights using data analytics reporting for monthly Board meetings.</li> <li>• Demonstrated and well developed skills in: <ul style="list-style-type: none"> <li>• MYOB</li> <li>• Microsoft Office</li> <li>• Adobe Creative Suite</li> <li>• Google Suite</li> <li>• Canva</li> <li>• MailChimp</li> <li>• Facebook/Instagram</li> <li>• Enrolment system/s</li> <li>• Asana or similar</li> </ul> </li> </ul>
<b>Required Qualifications/ Clearances</b>	<ul style="list-style-type: none"> <li>• Current 'Provide First Aid' and CPR certificate (St John) or equivalent qualification.</li> <li>• Current Working With Children Check</li> </ul>
<b>Desirable Qualifications</b>	<ul style="list-style-type: none"> <li>• Relevant qualification in creative/arts, marketing, administration/management, education or related field.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience in delivering a high level of customer service.</li> <li>• Basic experience related to finance administration using bookkeeping software and cash handling.</li> <li>• Demonstrated experience in developing marketing promotional materials and content creation for offline and online channels.</li> <li>• Experience in paid advertising (ie. Google Ads, Facebook etc.)</li> <li>• Demonstrated experience in website/database management.</li> <li>• Experience working the backend of the website.</li> </ul>

Key Accountabilities	Details
<p><b>1. Friendly Customer Service</b></p>	<ul style="list-style-type: none"> <li>• Provide a friendly customer service to all who come in contact with the WAC.</li> <li>• Answer enquiries from the window, phone and email in a prompt and friendly manner.</li> <li>• Process payments of enrolments, gallery sales and memberships.</li> </ul>
<p><b>2. Managing Marketing &amp; Communications</b></p>	<ul style="list-style-type: none"> <li>• Develop, implement and evaluate marketing plans and schedules for activity at the WAC.</li> <li>• Design, prepare and deliver the following marketing collateral: <ul style="list-style-type: none"> <li>• Newsletters/ Bulletins</li> <li>• Brochures</li> <li>• On-line content on the WAC website and social media channel.</li> <li>• Invitations for WAC exhibitions</li> <li>• Programs (biannual and quarterly)</li> <li>• Membership cards</li> <li>• Advertisements</li> <li>• Flyers</li> <li>• Posters and leaflets.</li> </ul> </li> <li>• Manage and deliver segmented mailing lists using Mailchimp and OnCourse</li> <li>• Continuously update the promotional materials on display at the WAC.</li> <li>• Maintain WAC website and online presence: <ul style="list-style-type: none"> <li>• Maintain, update and further develop the WAC website.</li> <li>• Report Google Analytics and social media results monthly to General Manager</li> <li>• Update and maintain online listings</li> <li>• Regularly monitor and report on the effectiveness of various marketing and communications to the General Manager.</li> </ul> </li> <li>• Work with the General Manager to develop promotional and communication strategies including traditional and digital media.</li> </ul>
<p><b>3. Financial management</b></p>	<ul style="list-style-type: none"> <li>• Complete regular MYOB data entry tasks and reconciliation with enrolment system.</li> <li>• Undertake banking tasks including systems reconciliation.</li> <li>• Prepare invoices/payments for tutors</li> <li>• Process fees from sales and reimburse artists.</li> <li>• Record keeping for ceramic sales.</li> <li>• Liaise with the bookkeeper.</li> </ul>
<p><b>4. Database management</b></p>	<ul style="list-style-type: none"> <li>• Manage enrolment system.</li> <li>• Produce reports as requested.</li> <li>• Oversee class list, payments, priority enrolment and waitlist management.</li> <li>• Liaise with IT person when needed.</li> </ul>

<p><b>5. Manage Memberships</b></p>	<ul style="list-style-type: none"> <li>• Process membership payments.</li> <li>• Issue renewal notices.</li> <li>• Issue membership cards</li> <li>• Update database and report monthly figures to the General Manager.</li> </ul>
<p><b>6. Programming and scheduling</b></p>	<ul style="list-style-type: none"> <li>• Provide support to General Manager with liaison for teachers, visiting artists and hirers.</li> <li>• Ensure teacher and hirer compliance to WAC conditions and policies.</li> </ul>
<p><b>7. Continuous Improvement</b></p>	<ul style="list-style-type: none"> <li>• Review administration and work place practices regularly.</li> <li>• Identify opportunities for system and process improvements.</li> <li>• Attend regular administration meetings.</li> </ul>
<p><b>8. Office administration &amp; House keeping</b></p>	<p><b>(Please note that the incumbent may be expected to undertake additional duties from time to time.)</b>  Provide backup of day to day office functions and housekeeping including:</p> <ul style="list-style-type: none"> <li>• Photocopying</li> <li>• Mail</li> <li>• Filing</li> <li>• Front of house duties. Ensure all areas of the WAC are kept clean and tidy.</li> <li>• Refurbish supplies of café items, toilet items and so on.</li> </ul>
<p><b>9. Work Health &amp; Safety</b></p>	<ul style="list-style-type: none"> <li>• Exercise a Duty of Care by working in a safe and efficient manner, having regard to personal safety and the safety of other workers, visitors, contractors, volunteers and the general public.</li> <li>• Record and report injuries, accidents, incidents, and unsafe work practices within required timeframes and ensure that corrective actions are taken to prevent recurrence.</li> <li>• Act as First Aid Officer and keep certificate up-to-date.</li> </ul>