

Position Description: Office and Marketing Coordinator

Primary purpose	Administrative and marketing support for the Centre. Includes overseeing membership program, student database, the website and accounts. Design and produce high quality targeted promotional material that support marketing strategies across all media.
Reports to	General Manager
Direct reports	Nil
Skills/attributes	<ul style="list-style-type: none"> • High level of customer service skill. • Able to prioritise and organise multiple tasks. • Able to act ethically, honestly and with fairness. • Eye for detail. • Well-developed communication, negotiation and interpersonal skills. • Demonstrated experience in marketing and promotional strategies on a tight budget to deliver results • Financial & record keeping skills. • High-level relationship development skills. • Capable of deriving marketing insights using data analytics. • Demonstrated and well developed skills in: <ul style="list-style-type: none"> • Adobe Creative Suite • Google Suite • Mail-Chimp • Facebook/Instagram • Willingness to learn <ul style="list-style-type: none"> • MYOB • On-course enrolment system • CANVA
Required Qualifications/ Clearances	<ul style="list-style-type: none"> • Current 'First Aid' and CPR certificate (St John) or equivalent qualification or willingness to undertake. • Current Working With Children Check
Desirable Qualifications	<ul style="list-style-type: none"> • Relevant qualification in arts/marketing, administration or related field.
Experience	<ul style="list-style-type: none"> • Demonstrated experience in developing marketing promotional materials and content creation for offline and online channels. • Experience in paid advertising (Google Ads, Facebook) • Demonstrated experience in website/database management. • Experience working the backend of the website, basic coding is desired. • Delivering a high level of customer service. • Basic experience related to finance administration using bookkeeping software and cash handling is an advantage.
Key Accountabilities	Details
1. Friendly Customer Service	<ul style="list-style-type: none"> • Answer enquiries from the window, phone and email in a prompt and friendly manner. • Process payments of enrolments, gallery sales and memberships.
2. Managing Marketing & Communications	<ul style="list-style-type: none"> • Develop, implement and evaluate marketing plans and schedules for activity at the WAC.

	<ul style="list-style-type: none"> • Design, prepare and deliver the following marketing collateral: <ul style="list-style-type: none"> • Newsletters/ Bulletins • Brochures • On-line content on the WAC website and social media channel. • Invitations for WAC exhibitions • Membership cards • Advertisements • Flyers • Posters and leaflets. • Manage and deliver segmented mailing lists using Mailchimp and on-course enrolment system • Continuously update the promotional materials on display at the WAC. • Maintain WAC website and online presence: <ul style="list-style-type: none"> • Maintain, update and further develop the WAC website. • Report Google Analytics and social media results monthly to General Manager • Update and maintain online listings • Regularly monitor and report on the effectiveness of various marketing and communications to the General Manager. • Work with the Manager to develop promotional and communication strategies incl. print and digital media.
3. Financial management	<ul style="list-style-type: none"> • Complete regular MYOB data entry tasks and reconciliation with enrolment system. • Undertake banking tasks including systems reconciliation. • Prepare invoices/payments for tutors • Liaise with the bookkeeper
4. Database management	<ul style="list-style-type: none"> • Manage enrolment system. • Produce reports as requested. • Oversee class list, payments, priority enrolment and waitlist management. • Liaise with IT person when needed.
5. Manage Memberships	<ul style="list-style-type: none"> • Update database and report monthly figures to the General Manager.
6. Programming and scheduling	<ul style="list-style-type: none"> • Provide support to General Manager with liaison for teachers, visiting artists and hirers. • Ensure teacher and hirer compliance to WAC conditions and policies.
7. Continuous Improvement	<ul style="list-style-type: none"> • Review administration and work place practices regularly. • Identify opportunities for system and process improvements. • Attend regular administration meetings.
8. Work Health & Safety	<ul style="list-style-type: none"> • 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. • Record and report injuries, accidents, incidents, and unsafe work practices within required timeframes and ensure that corrective actions to mitigate risk • Act as First Aid Officer and keep certificate up-to-date.