

Museum of Contemporary Art Australia

POSITION DESCRIPTION

Position title	Marketing Assistant
Position status	Full-time, Permanent
Remuneration	Salary package \$54,594 (which includes base salary \$49,858 plus 9.5% employer's contribution to superannuation)
Team	Communications and Marketing
Reporting to	Marketing Manager
Date reviewed	March 2017
Approved by	Director, Audience Engagement

Overview of the MCA

MCA is Australia's contemporary art museum. Focusing on the work of living artists, MCA's vision is to engage audiences with contemporary art and ideas through the presentation of a diverse program of exhibitions and special events. From major thematic exhibitions and surveys of established artists, solo exhibitions and artist projects, to new work by emerging artists, the MCA program covers the range and diversity of contemporary art.

Located on one of the most beautiful sites in the world at Sydney's Circular Quay, the Museum of Contemporary Art opened to the public in 1991, reopening in 2012 following a major expansion. The redevelopment has transformed MCA, with spacious new galleries including an entire floor dedicated to the Collection; the National Centre for Creative Learning with state-of-the-art technology; public spaces that embrace one of the world's most famous locations, and a series of site-specific artists' commissions.

The museum was established by the University of Sydney through the J.W. Power Bequest with the assistance of the New South Wales Government, and is now an independent organisation with a board of Directors.

Overview of the Position

Reporting to the Marketing Manager, the role supports the implementation of MCA multi-channel marketing campaigns and materials across the whole Museum. This includes exhibitions, learning programs, public programs and other fundraising and revenue-generating areas of the Museum (Membership programs, Philanthropy, food outlets, Sponsorship/Partnerships, MCA Store, MCA Venues, etc.).

The Marketing Assistant completes key administrative tasks and coordinates the production of print materials, signage and advertising. The role also contributes to the coordination of MCA's digital communities on social media.

The MCA Communications and Marketing Department works together as a team and the successful applicant will attend and contribute to team meetings and planning sessions as required.

Accountabilities of the position

Marketing

- Assist the Marketing Manager to implement marketing plans to support the MCA's exhibitions, Collection, public programs and special events.
- Coordinate the production of the Museum Map, advertising and other print materials as required.
- Work with CRM system, Ungerboeck, to coordinate the retrieval and approval of website copy for MCA exhibitions and public engagement programs and input invoices.
- Work closely with MCA Design Studio to brief in marketing collateral and signage including digital signage, building signage, email footers and opening night invitations.
- Manage general listings of the Museum, and specific exhibitions and events, on external websites and publications.
- Coordinate print advertising at an ad-hoc basis.
- Conduct research tasks as required.

Signage

- Coordinate the production and display of ongoing digital and temporary signage.

Digital Media

- Support with the development and creation of content for social media (Facebook, Instagram, Snapchat, Twitter and LinkedIn) and the MCA Blog.
- Maintain, update and grow the eNewsletter subscriber database.
- Produce and disseminate eCommunications including the Learning eNewsletter, MCA ARTBAR EDM, Venues eNewsletter and solus EDMs as required.
- Update marketing and public relations sections of the website and build pages as required.

- Record monthly statistics, such as social media and MCA Website, using Google Analytics and social media monitoring programs.
- Contribute to marketing reports as required.

General Support

- Act as the contact for E-tapestry for Marketing and Public Relations contacts.
- Manage guest list and RSVP process for MCA opening nights including, but not limited to, guest list management, briefing in invitation design, managing RVSPs, working closely with the Events Manager on the night.
- Support the Marketing Manager and Public Relations Specialist in fielding general public enquiries.
- Monitor enquiries sent to the marketing@mca.com.au email address.
- Provide mentorship and training to Business Administration Trainees as appropriate.
- Coordinate the ordering of MCA related stationary and collateral.

Change Management/Flexibility

- Ability to demonstrate support for innovation and for organisational changes required to improve the MCA's effectiveness.
- Work cooperatively with others to produce innovative solutions and recognise the merits of diverse perspectives and the ideas of others.

Workplace Health and Safety

- Work in accordance with the principles of equity, access and fairness. Respect WH & S work practices and procedures; work with due care and consideration to safeguard your own health and safety and the health and safety of others.

Key Selection Criteria

Essential

- Relevant tertiary qualifications in Marketing, Communications, Team Management and/or Project Management and/or 1-2 years' equivalent experience in a similar role.
- Experience working with a team on the coordination of advertising campaigns and marketing plans.
- Ability to work in a fast paced environment, problem solve and manage multiple (and often conflicting) deadlines.

- Experience working closely with graphic designers to produce and coordinate advertising and promotional materials.
- Demonstrated skills with producing content for multiple platforms (print materials, blogs, social media) and proofing.
- Passion for the digital industry (including social media) and awareness of digital marketing trends.
- Experience writing, developing and disseminating eNewsletters.
- Intermediate computer literacy skills with Microsoft Office including Excel.
- A demonstrated commitment to the Museum's objective of promoting the work of living artists and making contemporary art accessible to broad audiences through the imaginative and creative presentation of exhibitions.
- A demonstrated commitment to the principles and application of Equal Employment Opportunities, Anti-discrimination legislation and Workplace Health and Safety legislation.

Desirables

- Photography skills.
- Experience with:
 - Photoshop and the Adobe Creative Suite
 - Experience with the Ungerboeck system
 - Experience with paid social media advertising, SEO/SEM.

Terms and conditions of employment

This position is full-time reporting directly to the Marketing Manager.

Package includes 4 weeks' annual leave, 10 days' personal leave pro rata and 9.50% superannuation company contribution. Appointment will be conditional on an initial three-month probationary period. The initial probationary period may also be extended at the MCA's discretion for additional three months, thereafter termination by either party will require written notice of 4 weeks.

The position works some evenings and weekends with time off in lieu available.

Applications

Short listing for interviews will be based on applicants meeting the selection criteria listed in the position description. Please send your application, including names and telephone numbers of two referees and a statement addressing the selection criteria, to positionsvacant@mca.com.au.

The MCA is committed to equal opportunity and diversity. The MCA promotes a work environment that is free from discrimination and harassment, and where individuals are treated with fairness, equality and dignity.

