


JOB AND PERSON SPECIFICATION

Title of Position: Coordinator, Marketing and Communications
Remuneration: ASO 3
Type of Appointment: Full Time Contract
Term of contract: Fixed Term 2 years
Line Management: Senior Manager, Marketing and Development

Job and Person Specification Approval

Signed



Date 12 Sept 2017

Tricia Walton
Chief Executive

ORGANISATION SUMMARY

Carclew's vision is: A CREATIVE STATE and its mission to ignite the arts and kick start careers for young South Australians. We believe children and young people are, innately, analysts, commentators, problem solvers, collaborators, and critical thinkers who bring curiosity and imagination to their art making.

All staff are engaged for whole-of-organization purpose to meet the following goals:

- **Goal #1 Leadership**
Anticipate and create the future as a benchmark organisation
- **Goal #2 Artistic Vibrancy**
Be ambitious, relevant and responsive
- **Goal #3 Presence**
Be recognised as an important and integral part of SA cultural life
- **Goal #4 Accountability**
Ensure strong governance, sound finances and great people

All Carclew staff are subject to the Carclew Employment Clearance for Working with Children Policy as a condition of employment. All Carclew staff must comply with organisational policies and procedures.

POSTION SPECIFICATION

1. Summary of the position

The Coordinator, Marketing and Communications, works collaboratively across Carclew and is responsible for maintaining exemplary internal and external communications protocols which contribute to the implementation of organisational purpose and strategic objectives. The Coordinator, Marketing and Communications works closely with the Senior Manager Marketing & Development on developing and implementing marketing strategies as well as providing the first point of contact for customer service and facilities hire. The Coordinator, Marketing and Communications, contributes to marketing strategy and assists in digital marketing, social media management, data management, function and event coordination.

2. Reporting/Working Relationships

The Coordinator, Marketing and Communications, reports directly to the Senior Manager Marketing and Development.

3. Key accountability and functions

3.1 Front Desk/Customer Service

- Respond to telephone, website and email enquiries as appropriate.
- Demonstrate knowledge of Carclew programs and activities and provide information and internal referral where relevant.
- Coordinate internal and external facilities bookings, including maintenance of bookings calendar, hire payment processing and venue inductions.
- Provide administrative and facility logistics assistance as required.

3.2 Marketing and Communications

- Coordinate Carclew's online presence including web site, enews and social media profiles
- Implement marketing campaigns for Carclew programs
- Assist with the maintenance of Carclew's CRM
- Assist in the coordination of events and functions
- Other duties as required

PERSON SPECIFICATION

Knowledge/Skills/Abilities/Personal Attributes

ESSENTIAL

- Experience in and genuine commitment to providing exemplary customer service
- Demonstrated initiative in dealing with customer enquiries and referrals
- Demonstrated experience in marketing and/or communications processes and delivery
- Strong verbal and written communication skills

- Experience in web site and social media content management
- Experience in database management
- A collaborative and flexible approach to problem solving and information sharing.
- Experience in basic administration
- The appointee will be required to provide a relevant screening certificate for working with children.

DESIRABLE

- Knowledge of and interest in state and national arts industries, specifically youth arts
- Experience in event planning and coordination
- Experience in not-for-profit organisations
- Current First Aid Certificate

SPECIAL CONDITIONS

- Some out of hours work is required
- Overtime is not applicable however time off in lieu can be accrued (up to 10 hours) over a four-week period and must be taken within the next four-week period
- Driver's Licence essential