

ROLE DESCRIPTION

ROLE TITLE: Marketing and Community Relations Officer CLASSIFICATION: ASO3 EMPLOYMENT TYPE: 1.0 FTE	TEAM: EXPERIENCES LOCATION: REGIONAL DATE: AUGUST 2019
REPORTS TO: Arts Centre Leader	ROLES REPORTING TO THIS ROLE: Nil
ROLE PURPOSE: The Marketing and Community Relations Officer is responsible for implementing marketing campaigns that support Arts Centres and Country Arts SA business objectives. The role also contributes significant market intelligence to the Relationships team through a comprehensive knowledge of the region in which they are based.	
KEY RESPONSIBILITIES: <ol style="list-style-type: none"> 1. Build and maintain community and customer relationships specific to the Arts Centre and region 2. Plan and implement marketing campaigns that support Country Arts SA events, activities and brand positioning. 3. Assist with donor and sponsor relationship management 4. Deliver customer experiences and assist with management of the CRM database, including assisting with ticket sales when required. 5. Contribute to the design and dissemination of Country Arts SA digital content 6. Collate, edit and publish digital content specific to the Art Centre 7. Assist with coordinating community engagement activities 8. Prepare regular reports on marketing campaign outcomes 9. Write copy for campaign collateral media releases and direct mail letters 10. Analyse marketing data to implement strategies that build audiences 	
KEY RELATIONSHIPS: <ul style="list-style-type: none"> ▪ Internally: Work closely with Arts Centre Leader, Relationships Leader and other Experiences and Sustainability staff ▪ Externally: Work closely with patrons and visitors, community, commercial and arts companies and resident artists and local media 	
SPECIAL CONDITIONS: <ul style="list-style-type: none"> ▪ Occasional out of hours work may be required ▪ Occasional intrastate/interstate travel may be required. ▪ Hold a current Australian Driver's Licence ▪ Working with children clearance ▪ Required to participate in the Country Arts SA Staff Development Review Plan and achieve performance targets as negotiated and mutually agreed with the manager/ leader. 	

KEY SELECTION CRITERIA: –

- A passion for the arts and creative industries and knowledge of regional communities
- Commitment to enhancing customer experiences
- High level digital, social media, written and verbal communication skills
- An ability to establish and influence strong working relationships with customers, donors, sponsors and artists
- Proven ability in delivering innovative marketing campaigns that meet targets within set budgets
- Demonstrated problem solving skills and an ability to remain focussed under pressure, prioritise workload and meet timelines
- Highly organised with an entrepreneurial approach and willingness to adopt sustainable practices
- A collaborative approach with a commitment to working as part of a team to meet objectives, and build and share knowledge that contributes to a positive team culture
- An energetic marketing professional with a creative flair and an eye for detail

Desirable:

- A tertiary qualification in marketing, arts administration or a related discipline
- Advanced experience using design and social media platforms and CRM databases

YOU DEMONSTRATE OUR VALUES:

Our Values are central to the way we work and are the cornerstones for how we interact with industry, community, business partners, governments and each other. We will:

- Seek new ways, divergent interests and different points of view to continuously improve (**Curiosity**)
- Acknowledge and embrace diversity, act with integrity, transparency and generosity of spirit (**Respect**)
- Encourage creative thinking which stimulates innovation, leadership and exploration of art (**Creativity**)
- Ensure our programs are transparent, flexible, collaborative and inclusive so everyone can enjoy, participate and benefit in the arts (**Accessibility**)

WORK HEALTH AND SAFETY OBLIGATIONS:

- Maintain a commitment to the Work Health and Safety Act 2014 legislative requirements.
- Proactively promote, and follow workplace safety procedures and contribute to creating a safe working environment.
- Accept responsibility for your own and other’s safety.
- Actively participates in consultation about work, health and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

CORPORATE RESPONSIBILITIES:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the *Public Sector Act 2009*, Ethical Conduct and the Code of Ethics for *South Australian Public Sector* and their legislative requirements.
- Supporting and advocating Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. In particular, maintaining a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other underrepresented groups.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.

CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION:

Holds Big Picture View at Local and Individual Level

- Sees the big picture and understands how their work contributes to the strategic direction
- Understands and supports organisational goals and business objectives
- Responds in a positive and flexible manner to change and uncertainty
- Identifies, defines and solves problems that may impact on own work objectives
- Demonstrates an understanding of both internal and external factors and influences that may affect own work outcomes

Achieves Results

- Understands individual and team capabilities and makes effective use of own capabilities
- Takes into account the associated advantages and disadvantages of a range of options to deliver the best results
- Understands how work practices are governed by Public Sector legislation, regulations and policies
- Sees work tasks through to completion with agreed timeframes to achieve quality outcomes
- Applies specialist expertise of self and others to achieve business outcomes

Promotes Business Excellence

- Provides support to implement new innovative initiatives and promotes change
- Gathers and investigates information from diverse sources to keep abreast of new developments and changes in the Public Sector environment
- Seeks out and participates in learning opportunities. Understands and acts on constructive feedback and works towards agreed performance standards
- Promotes a strong customer service culture by understanding needs
- Assists and supports financial monitoring, procurement and contract procedures

Builds Positive Working Relationships

- Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns
- Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict
- Works collaboratively and shares information with own team and seeks input from others
- Builds and sustains positive relationships with team members, stakeholders and clients
- Confidently communicates messages in a clear and concise manner using appropriate language

Displays Personal Drive and Professionalism

- Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour
- Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them
- Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner
- Self evaluates performance & seeks feedback from others. Recognises how behaviour impacts on others
- Committed to self development
- Contributes to a culture that values and respects diversity and models this in all interactions
- Ensures standards for the safety and wellbeing of self and others are maintained