

Marketing Assistant

The Australian National Academy of Music is looking for a highly organised arts marketing assistant with a strong interest in classical music events, ticketing, customer service, data analysis and digital technology. This is a varied role with significant customer contact so strong communication skills are a must. The successful applicant also needs to be confident working with a customer and ticketing management system and website on a daily basis.

1. DETAILS OF EMPLOYMENT

Position title:	Marketing Assistant
Salary range:	\$54,316
Employment type:	Full time, permanent ongoing, subject to successful completion of a three-month probationary period
Level:	Level B (under the ANAM Workplace Agreement 2016)
Reports to:	Marketing and Communications Manager

2. ABOUT ANAM

ANAM is Australia's elite national performance training academy for classical musicians. ANAM provides an intense studio-based program of individually-tailored lessons, classes, coaching, seminars and rehearsals, which underpins one of the country's most active and innovative public performance programs. Founded in 1995, ANAM is funded by a mix of Commonwealth Government funding and private fundraising revenue and is currently training 70 of the country's most outstanding performers.

3. ROLE SUMMARY

General

- Contribute to marketing campaign planning and idea generation;
- Contribute to marketing content creation, including copy, images, video etc;
- Create and deliver opportunities to provide cross-promotional campaigns with arts-like organisations;
- Coordinate marketing events and experiences including pre-concert talks, concert hospitality add-ons, pop up bars and events, **ANAMates** open rehearsals, etc;
- Assist with administration of publicity and media opportunities as required;
- Coordinate – in consultation with Marketing & Communications Manager – annual student recruitment campaign;
- Coordinate student recital marketing incentive program: creating opportunities, support and incentives for students to market their events and recitals;
- Assist Marketing Coordinator with data analysis and reporting: including audience behaviour and sales trends.

Digital Marketing

- Manage ANAM social media channels: Facebook, Instagram, Twitter, Blog: including content creation and advertising with input from Marketing Coordinator and content providers; plus regular reporting and analysis;
- Manage regular e-communications including monthly eNews, event reminders and annual survey, and create content in consultation with Marketing team;
- Assist Marketing Coordinator in administration of website publishing: including content uploads and updates, biography and image sourcing etc;
- Manage concert and event listings (external websites and event calendars).

Ticketing, Box Office & FOH

- Coordinate and liaise with bar staff for Season Concerts at the South Melbourne Town Hall;

- Undertake Front of House and Box Office duties as required at ANAM performances;
 - Tessitura database administration: build events and ticketing, import lists and data, create reports, analytics etc;
 - Maintain concert and event attendance reports and reconcile Season Concert attendance in Tessitura.
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4. SELECTION CRITERIA

Essential

- Relevant degree and/or experience
- Experience in marketing, communications and/or social media
- Strong general administration skills
- Interest in performing arts
- Excellent written and verbal communication skills

Desirable

- Familiarity with Tessitura ticketing and database system
- Experience in ticketing and/or Box Office
- Interest in data analysis and reporting
- Knowledge of classical music

Special Requirements

- Availability to work outside regular 'office' hours, including weekends.
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5. OTHER INFORMATION

ANAM's Commitment to the Safety of Children and Young People

ANAM has a commitment to uphold and respect the safety of all children and young people. Some positions may require a Victorian Working with Children Check.

Equity and Diversity

ANAM promotes a workplace that actively seeks to include, welcome and value unique contributions of all people. ANAM encourages people with a disability, indigenous Australians, young people and people from culturally diverse backgrounds to apply for this job.

The cohort of employees at ANAM is selected solely on the basis of merit. Employment at ANAM is based on a recruitment process that includes a panel-based interview. ANAM employees are encouraged to undertake diversity and inclusion awareness training and professional development activities.

6. APPLICATIONS

Enquiries: Charlotte Cassidy, 03 9645 7911

Applications: Charlotte Cassidy, Business, People and Culture Manager, c.cassidy@anam.com.au by the end of Sunday 17 February 2019.

Applications must consist of a cover letter addressing the selection criteria, and a CV which contains three referees, within a single PDF. Referees will not be contacted with out prior notice. Applications submitted automatically via Arts Hub will not be accepted.