

## MARKETING ASSISTANT

Level B | 0.6 EFT

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ANAM is seeking a motivated and detail-oriented Marketing Assistant to deliver exceptional customer service and support a range of general administration tasks, including managing enquiries, processing memberships, and maintaining our Tessitura database. This role also plays a key part in supporting the marketing team through content creation, web updates, social media, and event coordination. It's a dynamic opportunity for someone eager to contribute to a vibrant arts organisation and develop their skills across customer service, communications, and marketing.

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### About ANAM

ANAM is an international, dynamic and outward facing cultural institution, training and performance company, with a demonstrated commitment to servicing and engaging with its communities. It is internationally renowned as the only purely classical music performance training academy in Australia, and one of the few in the world.

ANAM is one of the Commonwealth Government's group of ARTS8 performance and screen arts training organisations which ensure that Australia has a pipeline of talent to sustain the country's future creative life.

ANAM is currently temporarily based in the Abbotsford Convent whilst it oversees the major redevelopment of its home in the South Melbourne Town Hall (SMTH).

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### Details of engagement

<b>Position title:</b>	Marketing Assistant
<b>Salary classification:</b>	Level B (from ANAM's Workplace Agreement 2016)
<b>Salary:</b>	60% of \$64,809
<b>Time fraction:</b>	0.6 EFT (60%), three days a week
<b>Employment type:</b>	Ongoing part time, subject to the successful completion of a three-month probationary period
<b>Reports to:</b>	Marketing and Communications Manager
<b>Works closely with:</b>	Marketing team; administration staff
<b>Location:</b>	Based at the Abbotsford Convent, Abbotsford, Melbourne
<b>Commencement:</b>	asap
<b>End date:</b>	n/a, but subject to the successful completion of a three-month probationary period

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### Individual responsibilities

#### *Customer Service & General Administration*

- Provide exceptional customer service, including answering emails and phone calls;

- Provide assistance to patrons in processing tickets/memberships/subscriptions;
- Assist with data collection, reporting and presentation;
- Develop and maintain key contact groups in ANAM's database (Tessitura), including marketing contacts, community partnerships etc.

#### *Marketing*

- Coordinate the production, design and distribution of Concert Programs (printed and digital versions);
- Assist with front of house where required, both in pre-planning and administration, at ANAM events;
- Assist the Marketing & Communications Manager with administration relating to publicity;
- Assist with web content updates;
- Assist with ANAM blog (content production, proofing and publishing);
- Assist with content creation, in particular for social media platforms;
- Administer external website listings for ANAM events;
- Assist with ANAM competition giveaways and cross-promotions;
- Provide support to members of the marketing team as required.

This position description does not form an exhaustive list of duties. The successful applicant may be required to undertake other tasks and activities as required from time to time. ANAM reserves the right to amend or update this position description in accordance with business needs.

#### **Delegated responsibilities**

n/a

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#### **Selection criteria**

- 1. Excellent customer service and communication skills**
  - Demonstrated ability to communicate clearly, courteously, and professionally with a wide range of people, both verbally and in writing.
    - Shows initiative in resolving enquiries and ensuring a high-quality customer experience.
- 2. Strong organisational and time management skills**
  - Proven capacity to manage competing priorities, meet deadlines, and maintain accuracy across multiple tasks in a busy environment.
    - Able to work methodically and independently, showing sound judgment in managing day-to-day responsibilities.
- 3. Attention to detail and reliability**
  - High level of attention to detail in administrative tasks, data entry, and content creation.
    - Reliable and consistent in completing tasks, and takes responsibility for delivering work to a high standard.
- 4. Marketing and digital literacy**
  - Experience/interest in assisting with marketing activities, including coordinating printed/digital materials, updating website and social media content, and supporting event promotions.
    - Comfortable navigating digital platforms and willing to learn new tools as required.

#### 5. Team-oriented with a proactive attitude

- Demonstrates a collaborative and can-do approach to teamwork.
  - Willing to take initiative, anticipate needs, and contribute positively to team culture, while also working confidently without constant supervision.

#### 6. Interest in the arts

- A genuine interest in supporting the arts, ideally with an appreciation for music or performance, and a commitment to contributing to ANAM's mission and values.
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#### Additional requirements

- Occasional evening or weekend work may be required from time to time, negotiated and agreed well in advance.
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#### All ANAM employees are required to obtain

- Current Working with Children Check;
  - Nationally Coordinated Criminal History Check;
  - Proof of an entitlement to work in Australia.
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#### Other information

##### *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, First Nations Australians, young people and people from culturally diverse backgrounds to apply for this job.

The cohort of employees and contractors 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.

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#### Applications

##### *Enquiries and further information*

- Charlotte Cassidy – People and Culture Manager, [c.cassidy@anam.com.au](mailto:c.cassidy@anam.com.au)
- Applications submitted automatically via third party sites will not be accepted.
- Further information about ANAM available at [anam.com.au](http://anam.com.au)

##### *How to apply*

- Applications should be in one PDF document, which includes a CV and a one-page cover letter that addresses key selection criteria and your suitability for the role.
- Please list three referees. Referees will not be contacted without prior notice.
- Applications should be emailed to Charlotte Cassidy [c.cassidy@anam.com.au](mailto:c.cassidy@anam.com.au)
- Applications close 11.59pm on **Sunday 4 May 2025**