

COME WORK WITH US

Marketing Officer // Craft + Design Canberra

- Reports to:** Assistant Director Communications
- Salary:** \$51,740 - \$70,000 (pro rata 0.6 - 0.8) per annum pro rata (Depending on experience) + 10.5% super
- Award:** Clerks Level 2. Above award in alignment with NAVA standards.
- Loading:** Part time (15 – 22.5 hours per week inclusive of weekends, evenings and afterhours work) with possible increased hours for the Craft + Design Canberra Festival.
- Availability:** For immediate start
- Term:** The successful applicant will be offered a 12 month fixed-term contract (with possibility of extension) This includes a three-month probation period.

Leave entitlements:

- 20 days annual leave (pro rata) (This is typically taken the last week in December and first three weeks the following January when Craft + Design Canberra is closed. However the successful applicant may wish to change these arrangements in consultation with and with the agreement of the CEO and the team.)
- 10 days personal leave per annum (Pro rata) (which may be used as sick leave and/or carer's leave) per completed year of employment.
- Long service leave in accordance with the relevant legislation.
- 2 days paid compassionate leave. (Pro rata)

Days and hours:

- 15 - 22.5 hours per week
- Weekend, evenings, and out of standard hours work will be required as part of the 15 - 22.5 hours per week for programs, Craft + Design Canberra Festival events and exhibition openings.
- It is a key requirement of this position to work frequent after hours and weekend shifts.

Location:

The position is largely located at Craft + Design Canberra Headquarters, Civic Square, Canberra ACT. There will also be requirements to work off site during festivals and other public events.

Since 1971, Craft + Design Canberra has played a vital role in sustaining Australia's high-quality studio practice and supporting craftspeople, designers and audiences.

CRAFT+
DESIGN
CANBERRA

(02) 6262 9333
craftanddesigncanberra.org

Address.

Level 1, North Building
180 London Circuit
Canberra ACT 2601

Post.

PO Box 1545
Canberra ACT 2601

Opening hours.

Wednesday-Saturday | 12pm-4pm
Or by appointment.

Craft + Design Canberra is recognised as a leading centre in contemporary Australian craft and design, with a vision to strengthen the dynamic link between the arts – as encompassed in the craft sector – and the broad creative industries.

Duty Statement

The Marketing Officer is responsible for administering, delivering and evaluating a range of marketing content for diverse audiences. Working with the Assistant Director Communications, the Marketing Officer will assist with developing and producing digital content responding to Craft + Design Canberra's strategic goals. This position plays a key role in building visibility for the organisation and our members, as well creating enduring digital content inspired by our artists and programs. It is the Marketing Officer's role to engage our audiences, contribute to digital media initiatives and promote Craft + Design Canberra's artists, programs and events.

Key responsibilities

- Work collaboratively and harmoniously with all other staff members and the Board of Management, making a positive contribution to team culture to ensure a safe workplace and successful program delivery.

Support the Assistant Director, Communications in:

- Marketing Administration
 - Writing and implementing social media posts and EDM's and scheduling them for Craft + Design Canberra and the Festival.
 - Uploading and formatting content on Craft + Design Canberra's website and social media channels.
 - Writing copy for marketing channels.
- Media Production
 - Production activities including capturing audio and video, facilitating interviews, managing our live videos at events, and directing content for our online platforms.
 - Maintaining Craft + Design Canberra's brand voice and feel throughout audio-visual and digital content.
- Exhibitions
 - Creating promotional materials for each exhibition block including, invitations, email signature blocks, social media cover photos etc.
 - Capture behind the scenes installation footage and videos of interest for our audience to post on social media stories.
 - Filming Instagram live videos at all exhibition openings to capture artist talks and exhibition opening speeches and recording data for reporting.
- Craft + Design Canberra Festival + Anytime Programs
 - Liaising with the Assistant Director Communications to capture audio-visual content from Craft + Design Canberra Festival events.
 - Scheduling and managing Festival content on our social media platforms.
 - Filming Instagram live videos and taking stills at Anytime and Festival events recording data for reporting.

- Implement the principles and practices of Workplace Health and Safety; and Equal Opportunity; and develop and implement established policies and procedures for security and safety of people, artwork, and facilities in a complete, consistent and timely manner.

Selection criteria — Essential

The successful applicant will have:

- Excellent interpersonal and teamwork skills with the ability to work as a productive contributor in a small team and establish positive working relationships with staff, board, Craft + Design Canberra members, artists sponsors, internal and external stakeholders.
- High level written communication skills and demonstrated experience writing quality marketing text for diverse audiences.
- Administration and organisational skills with the ability to manage and prioritise a high-volume workload, including multitasking, self-direction, initiative and flexibility.
- Demonstrated experience in developing marketing and promotional materials including:
 - using initiative and creativity to achieve organisational strategic goals
 - leveraging social media algorithms and tools to maximise Craft + Design Canberra's vision on social media platforms.
 - digital content production, and a sound level of technical competency in creating audio-visual content, including the ability to use office, imaging and video software (e.g Adobe Creative Suite etc)
- Capacity and commitment to after-hours and weekend work, particularly for programs, exhibition openings and events and intensively during the Craft + Design Canberra Festival.
- Demonstrated openness to accept performance feedback and willingness to commit to continuous improvement.

Essential

- Responsible Service of Alcohol Certification
- First Aid Certificate
- Working with Vulnerable People Card

Desirable

- Knowledge of craft, design and art techniques and theories.
- Current drivers' licence and own vehicle

Special conditions

- Evening and out of hours work will be required for exhibition openings, programs, some Saturdays and during the Craft + Design Canberra Festival.
- In alignment with Craft + Design Canberra's flexible work policy new employees are invited to sign an Individual Flexibility Agreement after signing their Contract of Employment.
- Successful applications will be subject to a 6 month probation period as part of their initial contract of employment.

How to apply

To apply for the position email:

1. A two-page (maximum length) letter outlining your experience and suitability for the essential selection criteria.
2. A copy of your Curriculum Vitae
3. The names and contact details of two referees including your current supervisor.

Please email your application to:

Belinda Neame, Assistant Director Communications, Craft + Design Canberra at
belinda.neame@craftanddesigncanberra.org