

MUSICNSW MARKETING COORDINATOR

POSITION DESCRIPTION

Hours: Part time role (3-4 days/week)
Remuneration: \$55k + superannuation, pro rata
Reports to: Managing Director
Start Date: Early-mid July
Applications close: COB June 27, 2019

The Marketing Coordinator is the primary brand custodian for MusicNSW and is responsible for:

- Managing the organisation's communications and marketing strategy
- Project-based marketing and communications
- Managing the Website and online/digital communications
- Information and resource management
- Data collection and analysis
- Customer services and stakeholder engagement
- Delivery of all relevant KPI's in the MusicNSW Strategic Plan

DUTIES & RESPONSIBILITIES

- Manage project-based marketing and external communications
- Identify target markets and develop and implement strategies to communicate with them
- Prepare and manage marketing plans and budgets for MusicNSW programs, initiatives and projects in consultation with Executive Producer and Managing Director
- Manage the production of all promotional material
- Collaborate on new business pitches and seek new partnerships, content, media and promotional opportunities for individual programs and projects and for MusicNSW
- Draft media releases as required
- Manage media relationships
- Maintain MusicNSW's database of contacts
- Assist in promoting MusicNSW activities to program specific and broader audiences
- Develop and manage digital and social media strategy and content
- Source and publish content
- Monthly newsletter management
- Manage cross-promotional partnerships with other youth and music organisations
- Manage the content, timing and pitch for all MusicNSW social media updates

- Collect data and statistics on all MusicNSW communications, marketing and public facing programs, initiatives and projects, analyse and prepare reports for the Executive, Board and funding agencies; and
- Manage the development and maintenance of MusicNSW information and resources in collaboration with the executive and staff.
- Manage MusicNSW's membership database, benefits and sign-up drives.

SELECTION CRITERIA

ESSENTIAL

- Marketing experience in the contemporary music or entertainment sectors
- Demonstrated strong written communication skills (writing, grammar)
- Demonstrated strong social media skills
- Demonstrated understanding of all processes related to communications and marketing in the digital age
- Demonstrated website development and management experience (preferably within Wordpress)
- Strong skills in trends identification, analysis and concept development
- Demonstrated experience of creative campaign development and delivery
- Demonstrated brand management experience
- Demonstrated experience in stakeholder and community engagement
- Demonstrated experience in data collection, analysis and reporting
- Strong project and budget management skills

HIGHLY DESIRABLE

- Photoshop and InDesign skills
- Demonstrated ability to understand an audience and develop appropriate, targeted communications
- Demonstrated ability to communicate with a wide range of stakeholders
- Demonstrated capacity to engage and inspire positive outcomes

To apply for this role please send your CV and cover letter addressing the selection criteria to Emily Collins – ecollins@musicnsw.com by **COB June 27**. If you have any questions about the role please email Emily directly.