



POSITION DESCRIPTION

POSITION: Marketing & Fundraising Assistant
Part Time – 10 hours per week.

Duration of Employment: Permanent ongoing

RELATIONSHIPS

Position Supervisor: Marketing & Fundraising Specialist

Direct Reports:

- Nil

POSITION DESCRIPTION

The Marketing & Fundraising Assistant is responsible for supporting the execution of the annual marketing, communications and fundraising program to communicate 'What's On' at Gasworks Arts Park with the approximate distribution across the performing arts being 70% and visual arts 30%.

The position is focussed on fundraising and partnership development, enhancing the profile and visibility of the organisation and driving revenue for the organisation's various programs, products and services.

KEY TASKS SUMMARY

- Assisting with the implementation of the fundraising and sponsorship strategy including the preparation of at least one philanthropic grant application per month and driving existing and new corporate partnerships which have promotional or other benefits.
- Managing relationships with a diverse array of internal and external stakeholders; including government partners, media partners, executive management, creative agencies, corporate partners, colleagues, and members of the public.
- Supporting the implementation of a program-based marketing plan and distinct marketing communications campaigns for each program across multiple distribution channels; including print (including brochures, flyers and posters), online (regularly updating content on the Gasworks website), direct mail (through mail houses or in-house), electronic direct mail (Mail Chimp), social media (Facebook, Instagram, Twitter) and partner marketing through outside newsletters, prizes and promotions.

DETAILED RESPONSIBILITIES & KEY DUTIES

Marketing and Fundraising

- Upload content to digital media including social media and the Gasworks website.
- Assist with the preparation of grant submissions and support material in a timely fashion (average one per month).

- Complete acquittals for all successful grants.
- Prepare direct mail campaigns, fundraising events and other projects as required for the Gasworks Patrons Foundation.

General

- Assist in the development of the Annual Project Plan.
- Provide information for regular and one-off reports to council.
- Manage and build relationships with a diverse array of internal and external stakeholders, including executive management, corporate partners, media partners, government partners, creative agencies, external agencies, external arts organisations, colleagues, and members of the public.
- Other duties as directed by the Marketing & Fundraising Coordinator.

KEY SELECTION CRITERIA

Required

- Bachelor's degree in a relevant field such as Marketing, Communications, or equivalent work experience.
- Excellent writing and editing skills.
- Interest in digital applications and social media.
- Excellent interpersonal and communication skills with the ability to build and maintain relationships.
- Experience with databases – imports exports and reporting.
- Customer focussed.
- Willingness to work in a small team environment.

Desirable

- Experience working in a marketing or fundraising team within the arts or entertainment industries.
- Experience using the following tools:
 - A website content management system
 - MailChimp
 - Adobe Creative Suite
 - Google AdWords
 - Google Analytics
 - Facebook Ads Manager
 - Canva