

POSITION DESCRIPTION
Marketing Coordinator

OUR PURPOSE

City Recital Hall Limited was established as a not-for-profit company in 2015. Our world-class performance space is located in Angel Place in the heart of Sydney's laneway precinct.

We create exceptional live music experiences for our audiences and artists that reflect the acoustic quality and intimacy of City Recital Hall.

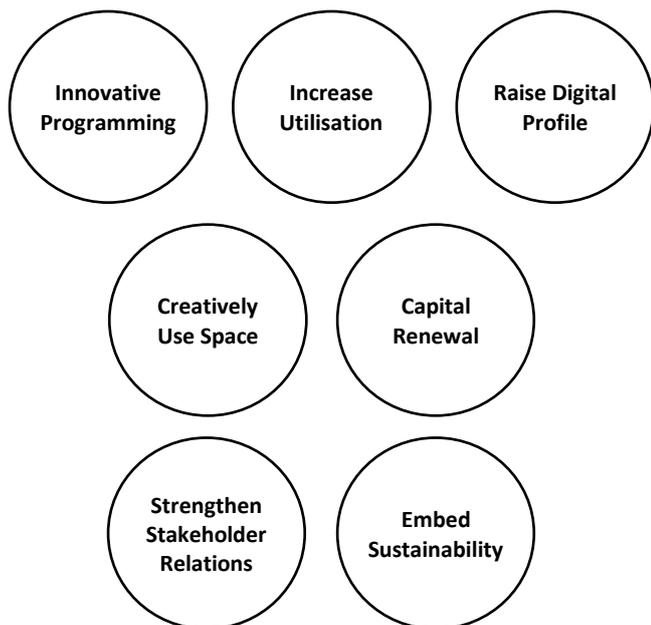
We welcome everyone with respect, joy and care.

We strive to achieve our cultural, social and economic potential as a landmark Sydney cultural destination.

Our Values

- **Connection** - we cherish the relationship between audiences and artists
- **Imagination** - we ignite bold creativity and innovation
- **Excellence** - we build trust through quality
- **Sustainability** - we aim to be cultural leaders for the future

OUR STRATEGIC FOCUS AREAS



MY PURPOSE

The Marketing Coordinator supports the Marketing Strategist and Marketing Specialist in delivering the organisation's marketing and communications campaigns and day to day tasks of the department.

The role contributes to, and implements, creative content across various media and channels. The Marketing Coordinator is also responsible for responding to hirer and other stakeholder requirements in a timely manner while balancing priorities set by the Marketing Strategist.

REPORTING LINE



KEY RELATIONSHIPS



POSITION DESCRIPTION

Marketing Coordinator

MY RESPONSIBILITIES

Responsibilities

Duties

- **Marketing Liaison:** Liaise with a range of internal and external stakeholders, specifically act as primary contact for hirer marketing communications; research and undertake cross-promotions
- **Content Creation:** Support the Marketing Specialist in producing digital and traditional communications including eDMs and socials; draft high quality and engaging website and eDM content; create and share social media posts; proof and edit marketing materials accurately according to company's style guide and tone of voice
- **Administration:** Coordinate the production of print marketing collateral; collate marketing reports; coordinate post-event surveys; regularly update internal marketing schedules

Performance Indicators

- Consistently high and responsive customer service
- Deliver quality content to deadlines
- Effectively coordinate competing priorities

MY ATTRIBUTES. SKILLSET AND BEHAVIOUR

Criteria

Essential

- Excellent multi-tasking and workload prioritisation skills
- Excellent customer relations, negotiation and relationship management skills
- An enthusiasm and interest in the arts
- Display creative thinking approach
- High level of computer literacy, particularly website content management and digital media platforms
- Basic knowledge of Adobe Photoshop

Desirable

- Tertiary qualifications in marketing, communications, or arts administration
- Knowledge of Adobe InDesign and Premier Pro
- Knowledge of Tessitura and Google Analytics

Experience

- A minimum two years' experience working in a similar role or relevant experience
- Demonstrated experience in responsive and excellent customer service
- Experience in social media

Attributes and Behaviours

Connection

- Inform our audiences about performances in the venue

Imagination

- Devise new ways to support our clients

Excellence

- Obtain our client's endorsement

Sustainability

- Support repeat hires through responsive action

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ACKNOWLEDGEMENT

I accept the position description as stated above and that the position description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to the position description will be consistent with the purpose for which the position was established.

Print Name:

Signature:

Date: