

biennale of sydney

Marketing Assistant Information Package

The Biennale of Sydney

The Biennale of Sydney is a not for profit, incorporated company limited by guarantee. Since its inception in 1973, the Biennale has delivered 20 major exhibitions, which have featured more than 1,800 artists from over 80 countries. The Biennale also produces associated publications, public programs and specialised education activities for students and school groups. Most Biennale programs are presented free to the public, with visitation regularly reaching over 600,000 per exhibition.

The Biennale of Sydney engages Australian and international audiences with contemporary art from around the world, promotes cultural exchange and inspires audiences to experience art, themselves and their world in new and creative ways.

Purpose and Mission

The Biennale's Constitution formally outlines the company's mission as follows:

- a) to invigorate Australian visual culture, to create links between Australian artists and the art world, and to present innovative art exhibitions and programs which enrich our lives, challenge our thinking and stimulate our creativity;
- b) to encourage a spirit of experimentation and investigation and aim to generate enthusiasm for the creative expression of fresh ideas and interest in the imaginative use of new techniques and media; and
- c) to offer unique opportunities for the public to engage directly with a wide range of new art from all parts of the world.

Objectives and Vision

In the 2017–20 period the Biennale of Sydney will strengthen its local, regional, national and international profile as a leading contemporary art event by delivering two major exhibitions, extensive public and education programs, publications and innovative digital platforms, all underpinned by fresh curatorial perspectives and rigour. The Biennale will continue to support Australian and international artists to develop and present innovative, high quality and experimental work and foster international cultural exchange. It will contribute to Sydney's reputation as a creative and cultural hub and act as a catalyst for ideas through year-round engagement with audiences throughout Australia, increasing opportunities for participation in programs via new technologies and expanding the vision of what contemporary art exhibitions can be. The Biennale will remain committed to financial strength with diverse income streams, robust governance, and the highest standards of organisational integrity.

Applying for the role

Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on Monday, 18 December 2017. Applications that do not address the selection criteria will not be considered. Interviews to be held on Wednesday, 20 and December and Thursday, 21 December 2017.

Your application must include:

- a cover letter;
- responses to the selection criteria;
- a current CV; and
- the names and daytime contacts of at least two (2) professional referees.

Forward to: applications@biennaleofsydney.com.au,

Subject line: 'Application: Marketing Assistant'

Or via post, marked 'Confidential' to:

Claire La Greca,
Marketing Manager
Biennale of Sydney
Level 4, The Arts Exchange
10 Hickson Road
The Rocks NSW 2000

SELECTION CRITERIA

Based on an application addressing the Essential Criteria, CV and, for selected candidates, an interview and references, the Biennale of Sydney needs to be satisfied that the applicant meets the following criteria:

Essential Criteria

- Proven experience in a marketing and communications role at assistant level or higher
- Proven experience with content management systems for print and digital publishing, email newsletter systems, project management software
- Excellent written and verbal communication skills and the ability to liaise with a wide range of internal and external contacts
- Experience in copy editing for print publication and web
- Familiarity with e-marketing programs and social media platforms
- Excellent computer skills and a solid understanding of PC and Mac software packages, particularly website-related programs and file transfer
- Ability to prioritise a large body of work effectively in a high-pressure environment
- Proven high-level attention to detail
- Proven ability to work cooperatively on large-scale projects in a team environment

Desirable Criteria

- Tertiary qualifications in Marketing or Communications or a related discipline
- Knowledge of contemporary art both within Australia and internationally

ROLE STATEMENT

Position title:	Marketing Assistant
Department:	Marketing
Reports to:	Marketing Manager
Direct reports:	
Salary	For salary information please contact: claire@biennaleofsydney.com.au
Contract term:	Immediate start Full time contract position to 30 June 2018

Purpose of this Position

The successful applicant will be part of a highly motivated, specialist department and play a key supporting role in the organisation. A proven track record in proofing and administering content across a range of communications platforms and social media, publications and websites and assisting with marketing campaigns is required.

The position is responsible for assisting the Marketing team with the roll out of the marketing campaign across publications, advertising, direct marketing, signage, documentation, web and social media. The Biennale's marketing and publications activities are designed to optimise visitor experience, drive attendance and maximise awareness of and engagement with the Biennale's activities and brand.

Position Description

The Marketing Assistant reports to the Marketing Manager, and works closely with the Web & Social Media Coordinator. In addition, the position works with Director and CEO, as well as the Artistic Director, and the Exhibition, Development, Programs and Learning, and Finance and Administration teams.

Excellent written and verbal communication skills are required for the proofing and preparation of copy and images for publication in both print and digital contexts

Excellent organisational skills are required for the delivery of the marketing campaign, including publications and digital projects on deadline.

The ability to work closely and collaboratively with internal staff and marketing contractors is essential.

Please see over for duties and responsibilities

DUTIES

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| Content Management | <ul style="list-style-type: none">• Proof marketing copy as required• Assist the manager with coordinating the delivery of accompanying resources and materials to the publicity agencies including uploading publicity images to the Biennale's media website• Assist in preparing material for the Exhibition Report following the close of the exhibition |
| Publications | <ul style="list-style-type: none">• Proof publication copy as required• Assist with the proofing of marketing materials• Ensure Biennale Style Guide is adhered to across all materials and communications• With Marketing staff, oversee all incoming information and material relating to acknowledgement of partners, patrons, suppliers and media |
| Web, Online and Social Media | <ul style="list-style-type: none">• With the Web and Social Media Coordinator, assist with delivering e-marketing campaigns, including regular eNewsletters, website updates and cross-promotions• Assist to develop marketing-related content for the website and other online resources |
| Marketing and Event Documentation | <ul style="list-style-type: none">• Assist with the coordination of exhibition documentation for marketing purposes, event photography and video footage |
| Marketing Campaign | <ul style="list-style-type: none">• Under the direction of the Marketing Manager assist in the coordination of elements of the marketing campaign• Assist the Marketing Manager with marketing roll-out, including advertising, direct marketing campaigns, signage and collateral distribution• Assist with the production of advertising and marketing materials with internal and external graphic designers and production houses and track campaign components against timelines and project plans• Assist with the coordination of installation/de-installation of branding and directional signage including Development Applications (DA)• Undertake research for cross-promotional activity with a broad range of partners across target audience segments locally, nationally and internationally |
| Event Coordination | <ul style="list-style-type: none">• Assist with the coordination of a range of events, including opening week and media events• As required, assist with overseeing guest lists, managing invitations and coordinating RSVPs, including invitations and RSVPs for Biennale stakeholders during Opening Week |
| Administration | <ul style="list-style-type: none">• Contribute to maintenance of the Biennale's relationship database (Salesforce)• As required, liaising with the Administration team regarding the organisational timeline• Prepare invoices for payment |

**Work, Health and Safety
(WH&S)**

- All staff are required to take reasonable care of their own health and safety and that of other personnel (including volunteers and interns) who may be affected by their conduct
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EMPLOYMENT TERMS

Contract Term

This is a full-time fixed term contract position to 30 June 2018.

Work Hours

The position is required to work full-time at five working days a week, generally 9.00 am to 5.30 pm. However, these hours may vary due to volume of work, particularly during the build-up to a Biennale where there is an expectation at varying times to work after hours, holidays and weekends. Time in lieu of overtime will be considered and will be approved at the Head of Marketing's discretion.