

# MARKETING COORDINATOR

**DEPARTMENT:** Marketing  
**REPORTS TO:** Marketing Manager  
**DIRECT REPORTS:** N/A

## ROLE

The Marketing Coordinator supports the Marketing Manager in the planning, development, and execution of marketing and communications activities for the ASO. The role focuses on content creation, campaign coordination, publicity support, and digital advertising. It requires strong writing skills, attention to detail, and the ability to work collaboratively across a small and busy team.

## RELATIONSHIPS

The Marketing Coordinator will primarily work with the Marketing Manager and will also collaborate closely across the Marketing team.

## SPECIAL REQUIREMENTS

- Prior to commencing employment, the preferred candidate is required to have satisfactorily met the requirements of a Working with Children Check.

## PERSON SPECIFICATION

Detailed below are the qualifications, experience, knowledge, skills, and abilities identified for the position.

The essential criteria show the minimum essential requirements of the position. The desirable criteria outline additional attributes which would enable the successful candidate to perform the role more effectively; they are not essential but may be used to distinguish between applicants during the shortlisting process.

### Essential Criteria

- Demonstrable relevant experience working within the arts sector, or as a coordinator in a role-related discipline.
- Proven experience in digital marketing, content creation, social media management, and publicity support, ideally within the arts, entertainment, or cultural sector.
- Great understanding of social media platforms, trends, and analytics tools.
- Creative mindset with the ability to think strategically and execute digital campaigns that drive results.
- Ability to manage multiple projects simultaneously, meet deadlines, and work collaboratively in a team environment.
- Proficiency in email marketing software (WordFly or other), and content management systems.

**Desirable**

- Excellent written and verbal communication skills, with a keen eye for detail and adherence to brand guidelines.
- Highly developed interpersonal skills, both written and verbal.
- Tertiary qualification in a role related field OR demonstrable equivalent knowledge, experience, and skills.

**POSITION INFORMATION:**

This position is being offered at 0.8FTE on a six-month fixed-term contract basis, with a salary range of \$56,000-\$64,000 (based on pro-rated salary of \$70-80,000 FTE). Remote work is possible by agreement. Copies of the position description are available upon request via [employment@aso.com.au](mailto:employment@aso.com.au).

**HOW TO APPLY:**

Qualified candidates are encouraged to submit a current Cover Letter and CV in one PDF document, outlining your suitability, to the attention of Rachel Grant, People and Culture Manager. Please note that applications submitted without a Cover Letter will not be considered. Applications or queries can be submitted via email to Rachel at [employment@aso.com.au](mailto:employment@aso.com.au).

**Interviews will commence as applications are received.**

***The ASO invites applications from all qualified candidates with current working rights in Australia.***