

# MARKETING ASSISTANT

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

## ROLE

The Marketing Assistant duties are to support the implementation of the ASO's marketing plan across the 2024 season and for the 2025 Season launch and subscription campaign. The marketing team is lean, busy and collaborative. The Marketing Assistant must be hands-on and willing to jump in to help with whatever needs to be achieved. As an assistant, the person must be able to work well as part of the close-knit team, have a willingness to take instruction and positively problem solve.

A strong eye for detail is paramount to ensure strict brand standards are upheld. Someone with a very high level of organisation skills will prosper in this varied and energetic role. The role requires an ability to respond to requests swiftly and with flexibility, while not losing sight of deadlines and priorities. Having excellent initiative and a proactive attitude is essential.

## RELATIONSHIPS

The Marketing Assistant will:

- Liaise with and deliver content to marketing suppliers such as design agencies, distribution companies, mail houses, copywriters and printers
- Liaise across departments (Artistic, Operations, Finance, Production, Box Office teams) to support the development and implementation of the marketing plan
- Be an active member of the internal cross-departmental administration team, including understanding and promoting the use of internal procedures, policies and systems.

## SPECIAL REQUIREMENTS

- The position will require regular evening and weekend work to attend and support ASO events and performances, noting that hours will be balanced across the working week.
- 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

- At least 1 – 2 years of experience in a fast-paced marketing environment.
- An undergraduate degree in marketing and/or communications OR equivalent demonstrable equivalent knowledge, experience, and skills.
- Experience working in a CRM and/or CMS.
- Demonstrated ability to take instruction, work independently, and to multi-task.
- Excellent administrative skills including high level attention to detail, professionalism and confidence suitable for working in a busy office environment.
- A positive hands-on attitude, willingness to take direction and work as part of a team
- Excellent time management skills and demonstrable ability to coordinate simultaneous projects and meet deadlines.
- Strong IT skills including excellent knowledge of Microsoft suite, and ability to learn new programs quickly if required.
- Excellent interpersonal and communication skills including the ability to professionally deal with a wide variety of stakeholders.

**Desirable**

- Experience in arts marketing and/or festivals, events, or the entertainment industry.
- Interest in music and the arts and understanding of and respect for all types of music, especially orchestral.

**POSITION INFORMATION:**

This position is being offered on a on a fixed-term contract from July to December 2024. The position is full-time, based on-site, with a salary range of \$55,000-\$65,000, exclusive of superannuation. 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 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).

[Applications will close at 5pm on Sunday 30 June 2024.](#)

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

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