

## **POSITION DESCRIPTION**

<b>Position Title</b>	Marketing & Campaigns Assistant
<b>Reports To</b>	Digital Manager
<b>Department</b>	Marketing & Visitor Experience
<b>Contract Period</b>	Part Time, Fixed Term
<b>Classification</b>	MRC EA 2021 - 2024 Grade 2.2.1 + superannuation guarantee
<b>Date</b>	July 2025

### **About Melbourne Recital Centre**

Melbourne Recital Centre is an award-winning live music venue; where artists and audiences build a lifetime of experiences. We strive to create wonder for everyone, in and beyond the Centre and inspire our community through music.

With a unique focus on music, the Centre presents and hosts hundreds of concerts each year, representing the pinnacle of the art form as practiced by local and international performers traversing all genres of music. And our impactful learning and access activities provide opportunities for Victorians of all ages and backgrounds to experience and engage with music and the Centre in new and exciting ways.

We acknowledge the traditional owners on whose land Melbourne Recital Centre stands – we pay our respects to Melbourne’s First People, to Elders past and present, and to our shared future.

### **Our Vision**

A future where music and storytelling are fundamental to everyone’s lives.

### **Our Purpose**

We amplify Australia’s diverse music ecology to connect people and inspire positive change.

### **Our Values**

Ambition:	We experiment, ideate, and innovate with energy and enthusiasm.
Creativity:	We are creative on and off stage to unlock new possibilities.
Collaboration:	We are curious and connected, finding strength in sharing and learning.
Enrichment:	We work to ensure artistic, social, financial, and environmental benefit.
Inclusivity:	We champion accessibility and diversity so everyone feels welcome.
Integrity:	We are honest, transparent, trustworthy, generous, and kind.

### **Our Ethos**

Music is a universal language. It’s the heart and soul of what we do and has the power to connect, transform and transcend. We’re for the music-lovers, the music-makers, and the sound creators, the administrators, and the operators, who unite to make music accessible for all.

**Primary Purpose**

The primary purpose of the Marketing & Campaigns Assistant is to support the core activities of the multi-purpose Marketing & Visitor Experience team.

**Accountabilities**

- Assist with the building of events using the content management system for publishing on the MRC website.
- Draft organisational and eCommerce emails using Wordfly, the Centre's email marketing software.
- Create and publish a range of content that supports the Centre's sales and marketing activity including a range of online and printed programs.
- Assist with the collation, creation and scheduling of content for the Centre's social media channels and platforms.
- Ensure the Centre's public spaces are stocked with visible collateral for visitors and audiences at all times.
- Ensures the Centre's MRC Branded documents (Letterhead, Envelopes, Compliments Slips etc) are stocked at all times.
- Provide consistent marketing administration support to the team as required.
- Coordinates the schedule and updating of the Centre's digital signage.
- Assist the team with proof-reading, sub-editing and other related Marketing activity where required.
- Assist the Event Marketing Specialist and Brand Marketing Specialist and Digital Manager in the delivery of MRC Presents marketing campaigns.
- Using branded design templates, create digital assets to promote MRC Presents concerts across a range of digital platforms.
- Assist Venue Hirers to book in MRC marketing services, and work with the Digital Manager to carry out these services.
- Carry out other duties that may be required.
- Ensure all activities comply with Melbourne Recital Centre values, policies and professional and ethical standards.
- Actively promote and represent the Melbourne Recital Centre's principles of service excellence.
- Foster good working relationships with all Melbourne Recital Centre staff, clients, customers and stakeholders and promote a positive and co-operative working environment
- In this position you will come into contact with a large amount of information, interact with a range of stakeholders and be privy to a range of commercial-in-confidence issues that must be treated with strict confidentiality and sensitivity. The incumbent must have the ability to exercise a high level of judgement and maintain confidentiality when dealing with these issues.

## **Key Relationships**

### Internal

- Digital Manager (daily)
- Head of Marketing and Visitor Experience (as required)
- Other Marketing and Visitor Experience staff (daily)

### External

- Arts presenters, artist management, artists and touring crew (regular)
- Melbourne Recital Centre's 'Key Presenting Partners' (regular)
- External contractors, suppliers and associated third parties (as required)

## **Key Selection Criteria**

- Previous experience working in an administration or marketing capacity for an Arts organisation or similar role (*desirable*)
- Demonstrated understanding of digital marketing activities and campaigns (*essential*) and experience contributing to marketing activities and campaigns (*desirable*)
- Demonstrated knowledge and expertise with using social media platforms including Facebook, Instagram, LinkedIn, YouTube and Spotify (*essential*) and scheduling platforms (*desirable*)
- Well-developed written and verbal communication skills in English (*essential*) and demonstrated ability to proof-read and edit documents and other materials with a very high degree of accuracy (*essential*)
- A high level of IT literacy with knowledge and experience in using the standard Microsoft office suite, and experience in and/or knowledge of Adobe Creative Suite functionality and basic desktop publishing skills. (*essential*)
- Demonstrated capacity to be highly organised and manage multiple tasks and deadlines, determine workloads, set priorities, work under pressure and complete tasks within specified timeframes. (*essential*)
- High standards of personal presentation and the ability to maintain good working relationships with a wide range of people at different levels both internal and external to the organisation. (*essential*)
- Good working knowledge of the arts and entertainment industry, ideally live music (*desirable*), or a willingness to learn. (*essential*)

## **Other Relevant Information**

- The position is based primarily at 31 Sturt Street, Southbank, with Work from Home flexibility available. This role is expected to be onsite multiple times a week based on relevant tasks and deliverables.
- The recommended applicant is required to undertake and maintain a Nationally Coordinated Criminal History Check (NCCHC), Working with Children Check (WWCC), and Responsible Service of Alcohol certificate, and hold valid working rights.
- Melbourne Recital Centre is an Equal Opportunity Employer.

- Melbourne Recital Centre offers an inclusive workplace that promotes and values diversity. We welcome and encourage applications from people of all backgrounds, ages, religions, including Aboriginal and Torres Strait Islander Peoples, LGBTQIA+ people, those with disability, women and people with cultural or linguistically diverse background. We embrace flexibility as a key principle to allow our people to manage the changing demands of work, personal and family life.
- Melbourne Recital Centre provides a smoke free environment.

**OH&S Responsibilities**

In the context of Occupational Health and Safety policies, procedures, training, and instruction, as detailed in Section 25 of the Occupational Health and Safety Act 2004, employees are responsible for ensuring that they:

- Follow reasonable instruction.
- Cooperate with their employer.
- Maintain and observe all current Health and Safety policies and procedures.
- At all times, take reasonable care for own health and safety and that of other persons that may be affected within the Workforce.