

Position Description

Digital Marketing Coordinator

Reports to

Marketing & Communications Manager /
Education & Programs Manager

Hours

0.6 FTE

Salary

Available upon request

At the Jewish Museum of Australia, we illuminate Jewish life. At the intersection of art and Jewish culture, our Museum is a place for all people to share in the Australian Jewish experience. Through a vibrant calendar of onsite and online experiences and events, the Jewish Museum is recognised as one of Australia's leading community museums.

Celebrating global Jewish excellence and everydayness through an Australian prism, we inspire curiosity, conversation and play with engagement and connection at our heart. Guided by our strong belief in the power of museums to change lives, we create world-class exhibitions and programs that convey the stories of our diverse community and enhance social cohesion.

With the Jewish Museum's much anticipated [MIRKA](#) exhibition to launch in early 2021 and the prospect of a major redevelopment on the horizon (as a part of the newly announced [Jewish Arts Quarter](#) in Elsternwick), this is an opportune moment to become a part of this dynamic organisation.

Primary Focus

We have an exciting opportunity for a savvy and creative Digital Marketing Coordinator to join the team and extend the Museum's reach and impact in innovative and imaginative ways. This position will support the Marketing & Communications and Education & Programs departments, with the aim to actively engage existing and potential audiences with the Museum's exhibitions, events, education programs and more.

As a result of COVID-19, the Museum's events and education program have been delivered virtually since March 2020, with digital content and campaigns elevated in importance. The Digital Marketing Coordinator will play a vital role in working closely with the Museum team as well as external stakeholders such as artists, creatives, educators and facilitators to coordinate and deliver impactful marketing and programming content in support of the Museum's mission.

Please note that this position involves some evening and weekend work.

Key Responsibilities

Digital Marketing	<ul style="list-style-type: none"> Support the Marketing & Communications Manager across digital marketing activities, including but not limited to: Design using Adobe Creative Suite, Canva; File sharing using DropBox Showcase, Google Drive, WeTransfer; Content creation for and digital platform maintenance and monitoring using Buffer, Facebook, Instagram, LinkedIn, YouTube; Surveys using SurveyMonkey; Ticketing using TryBooking; and
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	Web using Wordpress.
Digital Program Coordination & Delivery	<ul style="list-style-type: none"> ▪ Work in collaboration with the Education & Programs department to produce and deliver programs for the online space. ▪ Support the Museum team in the production of digital solutions. ▪ Upload recorded digital content to the Museum's YouTube channel for archiving and access.
External Stakeholder Relationships	<ul style="list-style-type: none"> ▪ Pitch Museum exhibitions, events and education programs to community partners. ▪ Work closely with community programming partners and external stakeholders to ensure successful delivery of digital programs. ▪ Ensure stakeholders are adequately briefed, trained and have the right equipment to enable confident delivery of programs via digital platforms such as Zoom, Microsoft Teams, Webex etc. ▪ Act as the first point of contact for communication with ticketholders and community members engaged with the digital programs and provide technical support as required.
Administration & Planning	<ul style="list-style-type: none"> ▪ Schedule and input data for digital programming. ▪ Share relevant information with colleagues and contribute to effective internal communication. ▪ Seek opportunities to continually improve the delivery of products and services.
Organisational Responsibilities	<ul style="list-style-type: none"> ▪ Ensure implementation of and adherence to all existing Museum policies, procedures and work practices. ▪ Actively participate in regular team meetings and contribute to a collaborative culture of creativity, excellence and innovation.

Key Selection Criteria

- Degree in marketing, media, programming or otherwise that supports the delivery of this role.
- At least two years' experience across digital marketing or programming, including digital platform monitoring and maintenance, and delivery of programs via digital platforms such as Zoom, Microsoft Teams and Webex.
- Ability to troubleshoot remotely and with confidence.
- Sound knowledge of platforms and relevant tools, and proficient video editing skills.
- Excellent written and verbal communication skills and attention to detail.
- Excellent organisational skills and ability to set priorities, meet deadlines and achieve targets.
- Proven ability to develop and manage relationships with internal and external stakeholders from a wide range of backgrounds.

How to Apply

To apply for this position, please submit your CV and cover letter explaining your interest and suitability for this role and response to key selection criteria.

In your CV, for each position held –

- Briefly outline the scope of your role; and
- Clearly detail your personal achievements in the role.

Please include a list of potential referees at the end of your CV with full names and current positions, and a brief explanation of what insights they might offer on your background and skills. Referees will not be contacted without prior agreement.

Enquiries

If you have any questions about this Position Description or would like to discuss any aspect of the role before submitting your application, please contact Jessica Bram, Director & CEO, on +61 3 8534 3630 for a confidential conversation.

Applications should be submitted by email to director@jewishmuseum.com.au

The closing date for applications is Friday 30 October 2020.