

Position Description **Digital Marketing Coordinator**

Reports to	Marketing & Communications Manager
Hours	0.6 FTE (ongoing)
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.

PRIMARY PURPOSE

The Digital Marketing Coordinator supports the Marketing & Communications department, 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

- Support the Marketing & Communications Manager across digital marketing activities, including but not limited to:
 - Design using Adobe Creative Suite, Canva;
 - File sharing using DropBox, Google Drive, WeTransfer;
 - Content creation for and digital platform maintenance and monitoring using Buffer, Facebook, Instagram, LinkedIn, YouTube;
 - EDM creation using Mailchimp;
 - Surveys using SurveyMonkey;
 - Ticketing using TryBooking; and
 - Web using Wordpress.

Digital Program Coordination & Delivery

- Work in collaboration across the Museum departments 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 and other social platforms for archiving and access.

External Stakeholder Relationships

- 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, 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.
- With supervision, dealing with contractors and external suppliers.
- With the advice supervision with manager and others as required, responding to and coordinating schedules and comments across the Museum's social media accounts.

Administration & Organisational Responsibilities

- Schedule and input data for digital programming.
- Manage competing demands using effective time management skills.
- Maintain efficient records and document control.
- Support effective internal communications by sharing relevant information with colleagues in a timely and generous manner.
- Seek opportunities to continually improve the delivery of the Museum's products and services.
- Ensure implementation of, and adherence to, all existing Museum policies, procedures and work practices.
- Actively participate in regular team meetings and contribute to a culture of creativity, excellence and innovation.

Other duties

You may be required to perform additional duties that are incidental to your key duties.

OHS AND RISK MANAGEMENT

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 their own health and safety and that of other persons that may be affected within the Workforce.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The Digital Marketing Coordinator is accountable for:

- The quality and timeliness of their work
- Applying good interpersonal and communication skills in dealing with customers and other workers

The extent of authority for this position includes:

- Performs work under some supervision either individually or in a team environment, calling upon the advice of more senior staff when necessary.

The Digital Marketing Coordinator is accountable to the Marketing and Communications Manager for the achievement of goals and objectives established for the position.

SKILLS AND KNOWLEDGE REQUIRED

The Digital Marketing Coordinator will possess the following knowledge and skills:

- Excellent written and verbal communication skills and attention to detail.
- Excellent organisational skills and ability to set priorities, meet deadlines and achieve targets.
- Highly developed IT skills including proficiency in the Microsoft 365 software suite

PREREQUISITES

- You are permitted to work in Australia and can provide evidence on request.
- You will hold and maintain a Working with Children Check (or agree to obtain one prior to appointment), nominating the Museum as your employer.
- You permit to undergo a Police Check at the commencement of your employment at the expense of the Museum. Your employment at the Museum is subject to the satisfactory outcome of the Police Check.

KEY SELECTION CRITERIA

- Degree in marketing, media, programming or similar 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, Google Analytics and / or other similar platforms.
- 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.