

Marketing Assistant

Responsible to: Chief Operating Officer / Marketing Manager

Tasks:

- Work with Marketing Manager and BWF staff to design and distribute Festival survey
- Under direction of Marketing Manager, write copy for various targeted marketing avenues
- Undertake market research activities including compiling and updating contact lists
- Maintain and provide content for social media outlets.
- Assist with administrative tasks such as correspondence.
- Acquire a sound knowledge of the Festival program, participating writers, and venues.
- Other duties as directed by the General Manager and Artistic Director.

Times and days the job is available:

- Pre-Festival: July – September, hours are flexible, approximately one day per week (plus some out-of-office preparation)
- Various hours during the Festival: 1 September – 5 September 2010

Skills/qualifications required for this job:

- An interest in and commitment to gaining marketing experience in the arts sector
- Strong ability to write engaging copy for varied audiences
- Strong oral communication skills (including telephone manner)
- Strong organisational and interpersonal skills.
- Good administration and record keeping skills.
- Ability to respond independently and promptly to enquiries and issues that arise.
- Basic knowledge of Microsoft Word and Excel.
- Ability to coordinate multiple tasks, prioritise time, and work within deadlines.
- Ability to adapt to working individually and within a team environment.
- (Commission for Children and Young People and Child Guardian) Blue Card **OR** Police Card **OR** 100 points of ID.
- 2 referees.

Characteristics required of volunteer:

- Proactive
- Enthusiastic
- Team player

Skills/benefits to be gained by doing this job:

- Networking in arts industry,
- Knowledge of the administration and organisation of an international event,
- Access to events when not on duty (subject to availability)
- Certificate of Participation,
- T-shirt

Job training:

- BWF induction and training is mandatory.