

POSITION DESCRIPTION

Position title:	Marketing Intern
Reporting to:	Marketing Manager
Direct reports:	Nil
Term:	40 hours with the option to continue if all parties agree
Pay rate:	Nil

INTRODUCTION

City Recital Hall was established in 1999 as a purpose built venue for the presentation of fine music.

City Recital Hall Limited, a not-for-profit company, manages the venue as well as producing and presenting an entrepreneurial program of performances annually. The venue also supports a regular client base of presenters including the Australian Brandenburg Orchestra, Australian Chamber Orchestra, Musica Viva Australia, Pinchgut Opera and Sydney Symphony Orchestra.

The Hall is also available for hire for concerts, conferences/presentations, ceremonies and functions by not-for-profit arts and community organisations, commercial concert promoters, educational institutions and corporate companies.

POSITION OBJECTIVE

The Marketing Intern works closely with the Marketing Manager, Senior Marketing Coordinator and Marketing Coordinator to implement the organisation's marketing plan.

This role is responsible in supporting the promotion of City Recital Hall and its events and concerts. Duties include the coordination of the distribution of marketing and other promotional materials, maintaining files for the ready use of the venue's logos, artwork, photographs, style guides and general administrative support as part of the Marketing team.

This position requires a person with strong written and verbal communication skills, and excellent attention to detail. They will possess good personal presentation, good computer skills/experience and a friendly, co-operative and positive manner.

KEY TASKS

- o Update and maintain the City Recital Hall website with event content.
- o Assist with digital marketing activities including creating EDMs and coordinating listing of events on external websites.
- o Assist in the implementation of marketing plans for the company's own produced concerts and events.
- o Assist with social media schedule and activities for all events held at City Recital Hall.
- o Assist in collating relevant information for reporting and monitoring marketing strategies.
- o Maintain marketing archives both digital and hardcopy.
- o Research cross-promotional opportunities, distribution avenues for marketing collateral and coordinate the dissemination of collateral.
- o Coordinate the display of venue posters and flyers.
- o Coordinate venue competitions and giveaways.

KEY PERFORMANCE INDICATORS

1. Ensuring the website is up to date.
2. Consistent delivery of accurate marketing activities.
3. Ability to work effectively as part of a team and independently.

SELECTION CRITERIA

Essential

- o Currently undertaking tertiary qualifications in marketing, communications, arts administration or relevant area.
- o Excellent presentation and organisation skills.
- o Excellent written and verbal communication skills.
- o A high level of attention to detail.
- o An enthusiasm and interest in the arts.
- o A creative thinker with the ability to translate ideas into actions.
- o High level of computer literacy, particularly in the Microsoft Office Suite.

Desirable

- o Experience with Adobe InDesign and Photoshop.
- o Experience and knowledge of the performing arts/entertainment industry.