

POSITION DESCRIPTION

Marketing and Communications Coordinator

Location	Canberra
Reports to	CEO
Conditions of Service	Part-time
Supervises	

Organisational Background

Music for Canberra is a non-profit organisation with a community focus which supports and encourages people of any age, any ability and any background to take up an instrument or singing, and experience the benefits music can offer.

Position Summary

Responsible for designing, developing and delivering Music for Canberra's marketing and communications.

Position Responsibilities

- Lead and manage the design, development and delivery of Music for Canberra's marketing and communications.
- Provide marketing and communications reporting to the CEO and board.
- Create, produce and manage marketing for Music for Canberra including branding.
- Clearly understand and articulate our identity and unique position and purpose to the wider Canberra community.
- Manage our social media as a communication channel including Facebook, Twitter, Instagram etc.
- Manage and maintain Music for Canberra's website for promotion of our purpose and events.
- Manage CRM and Email Marketing Platforms.
- Lead Event Management promotion and logistics.
- Lead Signage, brochures and merchandise.
- Lead Google Search Engine Optimisation for Music for Canberra.
- Lead Google Adwords and Google analytics accounts for Music for Canberra.

Experience/Knowledge Required

- Working knowledge of Wordpress, Mailchimp, Microsoft Office Suite and Adobe Suite
- Experience with marketing, promotion and advertising using LinkedIn, Facebook, Twitter, Instagram, Google Adwords and SEO

Behavioural Competencies

Writing	Understands written information; writes with clarity; writes in an engaging style.
Communication	Understands spoken information; speaks clearly; engages others when speaking; adapts to the audience.
Creativity & Innovation	Generates new ideas; embraces new ideas.

Planning & Organising	Sets objectives; plans ahead; uses time efficiently; manages resources; maintains documentation.
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Role Model Our Organisational Values

- **Passion:** We are passionate about music and the benefits music brings to individuals and our community. We communicate and share our passion through performances, musical contribution and other activities across the ACT and surrounding regions.
- **Community:** Through collaboration and partnerships, we aspire to nurture the love of music in all individuals, inclusive of all abilities, while respecting each other's views and experience.
- **Growth:** We inspire and support everyone to develop their musical abilities and appreciation, strive to achieve their artistic goals and support them to perform their best.

General Conditions

All Music for Canberra staff are required to:

- Have the lawful right to work in Australia
- Be able to obtain a Working With Vulnerable People registration
- Behave at all times in accordance with the organisation's policies and procedures
- Commit to Music for Canberra's purpose and values.