

OPERA AUSTRALIA

JOB DESCRIPTION

Position title	Marketing Assistant
Department	Marketing
Location	The Opera Centre, Sydney

Where does the job fit into organisation?

This position:

• reports to: Marketing Services Manager, Marketing and Communications Officer, Marketing & Communications Director

• has reporting directly to it: None

* is responsible for a total of: permanent staff casual staff
 seasonal staff

• co-ordinates with:

Marketing and Communications Officer	Box Office Manager
Groups and Tourism Planner	National PR and Publicity Manager
Publications Manager	Assistants to other senior managers
Digital Marketing Officer	Special Projects Manager
Website Coordinator	Database Co-ordinator

What is the fundamental purpose of the job?

This position provides general support in the day to day activities of the marketing department. The day to day marketing activities include not only Opera Australia's mainstage activity but also marketing activity related to Oz Opera, Opera Enterprises and Opera Australia's special projects.

What are the main responsibilities and outcomes the job is to achieve?

- **To provide general administrative support for the Marketing Department including:**
 - general proof-reading of marketing materials.
 - receiving and replying to general department correspondence
 - general department typing and word processing
 - diary management
 - dealing with general telephone enquiries
 - keeping the marketing department cast sheets and white pages up-to-date

- filing
 - accurate recording and timely distribution of meeting minutes.
 - preparing and distributing the weekly Marketing Activity Summary
 - co-ordinating seat-drops with the other members of the Marketing team and the Development department
 - assisting the Groups and Tourism Planner with distribution of images, copy and general marketing materials.
 - supplying and updating key websites with relevant and current information, copy and details pertaining to performances
- **To assist the Marketing and Communications Officer in the distribution and maintenance of marketing material including:**
 - maintaining files of all marketing campaign materials
 - creating a distribution plan for all marketing materials and implementing that plan
 - liaising with the key stakeholders such as The Arts Centre and the Sydney Opera House regarding the stock and supply of marketing materials
 - creating and implementing signage schedules with key stakeholders.
 - keeping track of important deadlines and key dates.
- **To provide administrative support for the Marketing Manager including:**
 - co-ordinating and scheduling meetings
 - assisting the Marketing Manager with special events arranged by the marketing department.
- **To provide personal assistance to the Marketing & Communications Director, including:**
 - organising events - including organising invitations, catering, flowers, venue set-up, artists and co-ordinating travel arrangements for artists when necessary for events.
 - managing the Marketing and Communications Director's diary, co-ordinating meetings and making travel arrangements when required;
 - checking voicemail, relaying messages, etc;
 - assisting with catering for departmental visitors;
 - managing the Marketing and Communications Director's in tray and filing.
 - responding to requests for general assistance in a timely manner
 - processing complaints and charity ticket requests in a timely manner
- **To coordinate customer-related enquiries including:**
 - responding to charity requests in a timely manner and providing vouchers for approved charities
 - liaising with box office staff with regards to requests
 - keeping a log of all agreed charity offers
 - processing, recording and filing all complaints and praise.

What are the key relationships the job has to manage?

For the marketing elements of the role, the key relationships to be managed are those with the other staff of the Marketing Department; Sydney Opera House, the Arts Centre, Melbourne, other Opera Australia ticket agencies; Opera Australia's design agency and media buyers: printers, photographers, internet suppliers, telemarketing suppliers.

For the personal assistant to the Marketing & Communications Director elements of the role, the key relationships to be managed are those with the rest of the Company, particularly the assistants to the other senior managers.

What qualifications are needed for the job?

Essential qualifications:	Desirable qualifications:
Strong written and oral communication skills.	Studies in Marketing / Communication
Basic Word and Excel skills	Knowledge of arts industry in Australia
Basic Adobe and Photoshop skills	Familiarity with opera
Attention to detail, including strong proof-reading skills	Knowledge of Tessitura and TMS software
Good organisational skills	Knowledge of Opera Australia
Ability to manage one's time effectively and prioritise a variety of tasks	Sales experience
An interest in marketing	
Good customer service skills and the ability to negotiate	

What is the scope of the job?

The Marketing & Communications Department is responsible for the planning and implementation of the Company's marketing, communications and publications budgets which are of the order of \$5m in total. The income generated at the Box Office amounts more than \$32 million, annually, and the marketing department exists to support the receipt of this income. The department is also responsible for brand management throughout the Company.

This position is a major contributor to the day-to-day effectiveness of this department.