

**Position Description**                      **Marketing & Communications Coordinator**

<b>Reports to</b>	Head of Marketing & Communications
<b>Hours</b>	0.6 FTE (ongoing)
<b>Salary</b>	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**

We are seeking a passionate and creative **Marketing & Communications Coordinator** to join our team and help amplify the Museum’s impact by bringing its stories, exhibitions and programs to life across digital and traditional marketing platforms.

The Marketing & Communications Coordinator will play a pivotal role in building awareness, driving engagement and strengthening the Museum’s presence across various channels. Reporting to the Head of Brand & Communication, you’ll work collaboratively 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 that aligns with the Museum’s mission and vision.

**KEY RESPONSIBILITIES**

**Digital Marketing**

- Support the Marketing & Communications Manager across digital marketing activities, including but not limited to:
  - Develop, schedule and manage content across social media platforms, email newsletters and the Museum’s website.
  - Coordinate promotional campaigns for exhibitions, events, programs and fundraising initiatives.
  - Creating content and digital assets using Canva and/or Adobe Creative Suite.
  - Assist in coordinating external suppliers such as photographers, videographers, and designers
  - Responding to comments across the Museum’s social media accounts
  - Monitor and analyse digital performance metrics and create reports
  - Managing content scheduling and updating plans as required
  - Writing, creating and scheduling EDMs
  - Listing events and ticketing

- ⊖ Website updates and maintenance

### **Events and Programs**

- Work in collaboration across the Museum departments to produce content and deliver marketing solutions for programs and events, including but not limited to:
  - Creating event listings and promotional content, crafting engaging and informative event descriptions for the Museum's website, social media, emails and other marketing materials to drive attendance and awareness of offerings.
  - Work closely with the Programs and Education team to develop and execute tailored marketing strategies that align with the goals of each program.
  - Be present at key events to capture compelling content such as photos, videos, and testimonials.

### **External Stakeholder Relationships**

- The Marketing and Communications Coordinator will play an integral role in fostering meaningful connections with community partners and external stakeholders to amplify the reach and impact of the Museum's offerings. This includes:
  - Pitching museum initiatives by actively promoting the Museum's exhibitions, events and programs to community organisations, cultural institutions and local groups and publications.
  - Cultivate and maintain strong relationships with external stakeholders, identifying shared goals and opportunities for collaboration to enhance marketing efforts and expand the Museum's audience.
  - Develop creative and strategic partnerships that create new marketing channels and cross promotion opportunities.

### **Administration & Organisational Responsibilities**

- The Marketing & Communications Coordinator will ensure the smooth and efficient functioning of marketing activities by managing administrative and organisational responsibilities, including:
  - Balance and prioritise competing demands, ensuring deadlines are met and tasks are completed effectively and efficiently.
  - Maintain accurate and organised records and document control ensuring accessibility and continuity across the team.
  - Facilitate collaboration by sharing relevant information generously and promptly with colleagues, fostering a supportive and informed team environment.
  - Actively seek opportunities to enhance the delivery of the Museum's products and services, offering ideas and solutions that align with the Museum's mission.
  - Contribute to a culture of creativity, excellence and innovation by actively participating in regular team meetings, sharing insights and supporting colleagues.

### **Other duties**

You may be required to perform additional duties that are incidental to your key duties. Please note that this position may involve occasional evening and weekend work.

## **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 Marketing & Communications 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 Marketing & Communications Coordinator is accountable to the Brand and Communications Manager for the achievement of goals and objectives established for the position.

## **SKILLS AND KNOWLEDGE REQUIRED**

The Marketing & Communications 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.
- Proficiency in social media management tools, email marketing platforms and basic graphic design tools (e.g., Canva and/or Adobe Creative Suite).
- Highly developed IT skills including proficiency in the Microsoft 365 software suite
- Familiarity with WordPress for website content management is an advantage
- Familiarity with MailChimp for email marketing is an advantage

## **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**

- A qualification in Marketing, Communications, Media or a related field (or equivalent experience)
- At least two years' experience across digital marketing and content creation.
- Sound knowledge of digital platforms and relevant tools.
- Strong written and verbal communication skills, with the ability to tailor messages to diverse audiences.
- Excellent organisational skills and ability to set priorities and meet deadlines.
- Proven ability to develop and manage relationships with internal and external stakeholders from a wide range of backgrounds.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Passion for arts, culture, and community engagement.