

THE POSITION	Marketing & Administrative Assistant
REPORTS TO	Museum Manager
ORGANISATION	Duldig Studio
LOCATION	92 Burke Road, Malvern East, 3145
SALARY	\$56,316 pro rata
HOURS	12 hours per week Tuesday and Thursday afternoons, and monthly open Sunday afternoons

PRIMARY FOCUS OF ROLE	<p>The Marketing & Administration Assistant is a part-time position that assists the Museum Manager with the administration and marketing for the Duldig Studio. The Marketing & Administration Assistant will be responsible for marketing and administrative tasks relating to the Duldig Studio's activities, in particular coordinating and marketing public programs and events. Our public programs are created to showcase the life and art of Karl Duldig and Slawa Horowitz-Duldig and to inspire and engage the public. They include regular open hours, guided tours, creative workshops, talks, events, open days, professional development, and children's school holiday programs, all of which are open to the public.</p> <p>Under direction of the Museum Manger, the Marketing & Administration Assistant will implement the Duldig Studio's marketing and communications plans and assist in the development and delivery of public programs that support and drive audience development, visitation, public program registrations, and museum shop sales.</p> <p>This role contributes to the overall work of the Studio to build its profile and reach audiences both nationally and internationally.</p>
DUTIES	<p>MARKETING</p> <ul style="list-style-type: none"> • Under the guidance of the Museum Manager: • Support the Duldig Studio's program and event marketing schedule to provide communications to attract and engage diverse audiences; • Edit and monitor the Duldig Studio website pages to ensure information is up to date and accessible to a wide audience; • Develop and deliver E-News Bulletins that target specific user groups and attracts further subscribers and visitors; • Develop and deliver social media posts that target specific user groups and attract followers; • Develop marketing collateral for events and programs. • Maintain the Duldig Studio subscriber databases including Salesforce and Mailchimp in consultation with the Museum Manager. • Assist the Museum Manager with administrative tasks related to event and program marketing; audience development and post event reporting including metrics. • Assist the Museum Manager as required with grant applications and support material. • Manage program booking systems using booking platforms such as Eventbrite. • Manage distribution of EDMs using Mailchimp and similar tools. • Assist with public enquiries, customer service and program registration enquiries.

	<ul style="list-style-type: none"> • Work collaboratively with Museum Manager to develop, implement and administer a Friends Program including strategies to recruit, develop and retain Friends. • Liaise with stakeholders, as required to support Duldig Studio promotions, sharing of information and marketing needs. • Perform other marketing duties as requested by the Museum Manager <p>PROGRAMMING</p> <ul style="list-style-type: none"> • Assist with the delivery of Duldig Studio programs and events both in person and virtual and both on and off site. Specific programs include clay workshops, group tours, fundraiser events, school tours and special events to support the current exhibition. • Assist participants and audience members who are engaged in Duldig Studio programs and events. • Assist with the evaluation of programs for grant acquittals, reports, and continuous improvement strategies. • In consultation with the Museum Manager provide support and assistance in developing marketing messages about the Studio’s programs, events, and activities. • Assist generally with other museum and administrative tasks from time to time when requested. Tasks may include light maintenance to support public museum presentation, merchandise, and ticket sales. <p>VOLUNTEERS</p> <ul style="list-style-type: none"> • Manage rostering of volunteers including guides for tours and open days and non-guide volunteers including volunteer communications and reports. <p>ADMINISTRATION</p> <ul style="list-style-type: none"> • Respond to general public enquiries through email and phone • Work with other Duldig Studio stakeholders to achieve strategic goals and support agreed work outcomes. • If required and requested by the Museum Manager, attend sub-committee meetings and working group. • Assist with the production of reports, checklists and record keeping. • Perform other administrative duties as requested by the Museum Manager <p>ADDITIONAL REQUIREMENTS:</p> <ul style="list-style-type: none"> • Some after-hours work will be required to support on-site and virtual events • Proficiency with Microsoft Office suite including Word, PowerPoint, Excel, Outlook, Teams etc. • Ability to learn and operate the following communication and collaboration tools: - file sharing tools such as DropBox, SharePoint, OneDrive - MailChimp - Salesforce - design software such as Canva
EMPLOYEE ACCEPTANCE	Signature: Name: Date:
MANAGER AUTHORISATION	Signature: Name: Desi Achilleos Date: