

POSITION DESCRIPTION

Position Title: Marketing Coordinator

Position type: 1 year part-time contract (0.4 FTE, 16 hours per week)

Commencement date: May/June 2022

Salary range: \$58,000 - \$65,279.51 + 10% superannuation

ABOUT 4A

4A Centre for Contemporary Asian Art (4A) is an independent not-for-profit organisation based in Sydney, Australia. 4A fosters excellence and innovation in contemporary culture through the commissioning, presentation, documentation and research of contemporary art. Our program is presented throughout Australia and Asia, where we ensure that contemporary art plays a central role in understanding and developing the dynamic relationship between Australia and the wider Asian region. 4A's activities facilitate cultural dialogue between Australia and Asia in the belief that Asian cultural thinking significantly shapes the world today and will have an important impact on the future. In Australia we showcase stories, present a multiplicity of perspectives, and explore contemporary concerns and ideas that influence how we, as a nation, engage with Asia. We have a particular focus on art that addresses Asian-Australian experiences and the contributions that diverse Asian migration has made and continues to make in shaping Australia. 4A's focus in Asia is to promote the breadth of Australian artistic talent, seeking to build an image of Australia that is open, progressive and fundamentally connected with our Asian neighbours.

4A has been a leader in Asian contemporary art in Australia since 1996. In the decades since, we have established a highly respected reputation among artists and audiences, and within an expanding network of international art institution peers. Our long history and ongoing work across Asia is recognised as having raised awareness of Asian-Australian art and culture and we continue to celebrate Australia's diverse cultural heritage and growing links throughout the wider Asian region.

ROLE OVERVIEW

Reporting to the Communications and Engagement Manager, this position will support 4A's marketing and communications activities in a creative and deadline driven environment.

CANDIDATE PROFILE

The Marketing Coordinator plays a key role in the production and delivery of 4A's external communications. The ideal candidate will have excellent written, verbal and visual communication skills with experience in the design and content production of marketing and social media assets. They will be a team player, with highly developed planning and administrative skills to ensure the smooth delivery of 4A's strategies and projects plans to grow our profile, reach and audiences..

They will also understand the vital role that 4A plays within the local, national and international context, and the position that 4A's programs play in inspiring conversation and debate about Australia's relationship with Asia. They will be able to work with their colleagues and partners to leverage 4A's mission to grow audiences and engagement in Asian Australian contemporary art.

SELECTION CRITERIA

The ideal candidate will demonstrate ability and/or expertise in the following areas:

1. Content planning and delivery – A competent marketer, the candidate will have relevant skills and experience in content production, design, campaigns, planning and project coordination. Knowledge of Adobe Creative Suite, Canva, Google Analytics, MailChimp, web content management systems, and social media content production is essential.

2. Customer service and communications – The candidate will have excellent customer service skills and the demonstrated ability to communicate effectively across visual media, email, phone, face-to-face and online, with a commitment to accessibility and inclusivity. Proficiency (at any level) of language/s other than English, particularly Asian languages, and accessible communications, is desirable.

3. Engagement with contemporary art – The candidate will be an engaged member of the Australian contemporary art community and/or have a demonstrated knowledge of the key national and global conversations and debates surrounding contemporary art. Knowledge of and familiarity with discourses in contemporary Asian art are desirable.

3. Teamwork and collaboration – The candidate will have the demonstrated ability to be proactive in a small team environment, work independently and collaborate effectively with colleagues and external stakeholders to achieve organisational and project goals and objectives.

5. Desirable selection criteria – Event production, video and sound editing and audio visual production. Current Working with Children Check and NSW Driver's Licence.

WORKING RELATIONSHIPS

Position	Marketing Coordinator
Reporting to	Communications and Engagement Manager
Direct Reports	Nil

ROLE RESPONSIBILITIES

Marketing and Communications	<ul style="list-style-type: none">● Support the Communications and Engagement Manager in the delivery of 4A's annual marketing and communications plan, and individual project marketing plans● Support production of content for 4A's web and social media channels, projects and funding proposals● Design marketing collateral and assets, including advertising, gifs, social media tiles, email signatures, signage, roomsheets, wall labels and vinyls, brochures and simple publications● Coordinate social media and web scheduling and analytics● Preparation of campaign reports and marketing reports● Website maintenance, including coordinating across the team to gather content for the website● Copywriting for enewsletters, publications, reports, exhibition didactics, web and social media, including supporting the Communications and Engagement Manager in the editing and proofreading process● Support the Communications and Engagement Manager to maintain the 4A Style Guide● Coordinate the distribution of 4A's monthly enewsletter, including collating content across the team● Assist the Communications and Engagement Manager with media release and media kit preparation● Maintenance and researching stakeholder contacts and lists for media and partnerships● Image sourcing and crediting, including writing, alt text, metadata, captioning and image descriptions● Multimedia content generation (podcasts, sizzle reels, videos), including recording, editing, captioning and transcriptions● Assist with event production as required.
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Audience Development	<ul style="list-style-type: none"> ● Support the development and implementation of audience and community engagement strategies to provide positive visitation experiences for both new and returning visitors ● Contribute to the development of 4A's public programs and annual artistic program ● Identify opportunities to create more inclusive, accessible equitable programs for 4A audiences.
Fundraising and Development	<ul style="list-style-type: none"> ● Support grant application research and writing, and acquittals to funding bodies and foundations ● Support the development of partnerships that facilitate the delivery of 4A's exhibitions and public programs.
Strategy and Finance	<ul style="list-style-type: none"> ● Administration and monitoring of project budgets and expenditure in accordance with 4A's finance processes ● Contribute to project and grant reporting as required ● Participate in the review of 4A's Strategic Plan and associated program plans ● Support the production of the Annual Report.
Operations and Compliance	<ul style="list-style-type: none"> ● Support operational tasks as delegated by the Artistic Director/CEO and General Manager ● Ensure that sustainable practices and procedures are implemented within the marketing and development program ● Implement 4A's policies and procedures in day-to-day tasks ● Ensure that occupational health and safety standards are maintained in 4A's programs and operations ● Contribute to risk management plans as required for the marketing and development program.
Human Resources	<ul style="list-style-type: none"> ● Support mentorship of team members, contractors, interns and volunteers ● Actively contribute to a collaborative and collegiate workplace culture.
Advocacy and Engagement	<ul style="list-style-type: none"> ● Ensure that 4A is perceived as an expert in the field of contemporary Asian art and contemporary Australian art ● Participate in industry panels, meetings and committees ● Identify opportunities for 4A to increase its visibility and profile in the broader community.

HOW TO APPLY

Applications close Friday 6 May 2022, 5pm (AEST). Late applications will not be accepted.

To enquire about the role, please email 4A's Communications and Engagement Manager, Mariam Arcilla at mariam.arcilla@4a.com.au.

Your application should be a single PDF sent to mariam.arcilla@4a.com.au that includes:

- Cover letter – outlining your interest in and suitability for the role
- Current CV, including two referees and their contact details
- Response to the selection criteria (up to 2 pages)

4A welcomes and encourages applications from people with disability, the LGBTIQ+ communities, from Aboriginal and/or Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds, particularly the Asian diaspora, for this role