
position description

position title:	marketing assistant (regional)
hours:	35 hours over term on contract
period of contract:	please refer to town specific call out
employment status:	fixed term casual
reports to:	executive producer
key relationships:	<u>internal</u> : pvi core staff, pvi board <u>external</u> : subscribers, service providers, partner marketing departments, general public
location:	work from home opportunity – employee based in Bunbury or Mandurah
pay rate:	\$32 per hour
leave entitlements:	n/a
tool allowances:	this role is eligible to apply allowances to cover computer use, phone, internet and home office expenses up to \$100 for the duration of the contract.

position summary

under the supervision of the pvi collective executive producer and the guidance of the pvi marketing and audience development coordinator the marketing assistant will bring local knowledge and insight in order to deliver a targeted promotional campaign pvi collective's touring work 'eaters' to maximise audience reach and experience.

position goals

- identify local target markets for pvi collective's work 'eaters'
- enrich and modify existing marketing and promotional materials to target audiences in Bunbury or Mandurah
- support the implementation of pvi collective's marketing campaign for 'eaters'
- contribute to the growth and maintain an awareness of pvi's work in Bunbury or Mandurah
- provide assistance in the co-ordination of media opportunities and project documentation.

required skills, knowledge, and competencies

- good knowledge of arts &/ or entertainment markets in your town
- good written, verbal and interpersonal communication skills
- ability to participate in video conference sessions using 'zoom' or similar
- experienced and successful in planning and prioritising workloads and meeting strict deadlines
- computer literacy

desirable skills, knowledge and competencies

- experience devising and delivering digital promotional campaigns
- an interest in the arts, environment and the future of our food
- graphic design skills and experience working with desktop publishing
- has existing connectings with local media enterprises

this position will suit someone who

- is well connected locally
- is keen to learn new skills
- is self driven

extent of authority

the person in this role:

- works both independently under direction on a remote basis with regular schedule video conference meetings.
- may requisition minor purchases under \$100 and in accordance with approved budget.
- is authorised to represent the company in meetings and in day to day correspondence, provided the activity is undertaken within the scope of functions and duties of the role.

the person in this role is not authorized to:

- to promote the mission, vision, program and accomplishments of the company, provided the activity is undertaken within the scope of functions and duties of the role.
- enter into contract for goods or services or to engage staff on behalf of the company.
- to make changes or alterations to the approved artistic program.
- to publish material or represent the views or work of the company or its program without prior approval of content and mode of distribution.
- is not authorised to use company social media accounts, or promote the program using social media.