

# Museum of Contemporary Art Australia

## Marketing Assistant

- Full-time, permanent position
- Salary package: \$59,383 per annum (includes base salary \$54,231 + 9.5% employer's contribution to superannuation)
- Audience Engagement Division
- Reports to the Marketing Manager

### Overview of the position

The MCA's vision is to take a leadership role in shaping a creative and equitable Australia that values contemporary art and artists, and we are committed to making contemporary art accessible and inspiring for everyone.

The Marketing Assistant is responsible for supporting the Marketing Manager to implement MCA multi-channel marketing campaigns and materials supporting all areas of the Museum. This includes exhibitions, learning programs, public programs and other fundraising and revenue-generating areas of the Museum (Membership programs, Philanthropy, food outlets, Sponsorship/Partnerships, MCA Store, MCA Venues, etc.).

The Marketing Assistant completes key administrative tasks and coordinates the production of print materials, signage and advertising. The role also contributes to the coordination of MCA's digital communities on social media.

The MCA Communications and Marketing Department works together as a team to support the Museum. The successful applicant will attend and contribute to team meetings and planning sessions as required.

The role requires someone with a strong attention to detail, a passion for the arts and dedication to building the MCA brand. We are looking for an applicant who is open to learning and growing with us.

### Key selection criteria

#### Essential criteria

Applicants must be able to demonstrate they have:

- relevant tertiary qualifications in Marketing, Communications, Team Management and Project Management and/or 1-2 years equivalent experience in a similar role
- strong copywriting skills across traditional and digital media and proofing
- experience working with a team on the coordination of advertising campaigns and marketing plans
- the ability to work in a fast paced environment, problem solve and manage multiple (and often conflicting) deadlines

- experience working closely with graphic designers to produce and coordinate of advertising and promotional materials
- a passion for the digital industry (including social media) and awareness of digital marketing trends
- experience writing, developing and disseminating eNewsletters
- intermediate computer literacy skills with Microsoft Office including Excel
- a commitment to the Museum's objective of promoting the work of living artists and making contemporary art accessible to broad audiences through the imaginative and creative presentation of exhibitions.

### Desirable criteria

It would be good if applicants have:

- photography skills
- experience with:
  - Photoshop and the Adobe Creative Suite
  - Ungerboeck
  - experience with paid social media advertising, SEO/SEM.

### Applications

**Visit the MCA website to view the full position description and for details on how to apply by clicking on the link below.**

**The MCA encourages applications from Aboriginal and Torres Strait Islander people, people with disability, and people from diverse cultures.** The MCA acknowledges the enormous contribution Aboriginal and Torres Strait Islander artists, staff, educators, arts professionals and guests have made to the fabric of the museum since its inception. Contemporary Aboriginal and Torres Strait Islander art practice has long been central to MCA collection and exhibition programs.

### Closing date

Midnight, Wednesday 5 May 2021.

**CLICK  
FOR FURTHER INFORMATION  
AND A FULL POSITION  
DESCRIPTION**