



PERTH INSTITUTE OF CONTEMPORARY ARTS

POSITION DESCRIPTION - MARKETING ASSISTANT

ABOUT PICA

The Perth Institute of Contemporary Arts (PICA) is one of Australia's leading centres for the development and presentation of contemporary art.

Housed in a large and striking heritage building in the heart of Perth, Western Australia, PICA is the city's focal point for those wishing to experience the best of Australian and international visual, performing and cross-disciplinary art. PICA is both a producing and presenting institution that runs a year round program of changing exhibitions, seasons in contemporary dance, theatre and music, live art events and a range of interdisciplinary projects.

PICA's key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broad cultural issues. Providing a site for experimentation, critical analysis, discussion and debate is fundamental to its charter. PICA is known for the rigour and breadth of its artistic and education programs, high production standards and impeccable presentation. In many aspects of its operations, PICA might be understood as an incubator: providing resources, mentoring and support for both emerging and mature artists whilst promoting new and emerging ideas, forms and practices to the broader community.

ABOUT THE ROLE

Reports to: Communications Manager
Position type: Part Time (0.6) Fixed Term

ROLE STATEMENT

The Marketing Assistant is responsible for maintaining PICA's digital channels, online presence and brand identity, and provides assistance on the delivery of PICA's marketing strategies for its artistic program and related initiatives.

KEY RESPONSIBILITIES

- Devise and implement digital marketing strategies and campaigns for PICA's extensive artistic program with the Communications Manager.
- Maintain PICA's website, social media accounts and other online channels.
- Assist in the delivery of project-specific marketing strategies to engage with audiences and generate income streams. Notably this includes PICA's performance program and box office sales, as well as the exhibition, education, membership and donor programs.

- Prepare and distribute all eDMs including PICA's fortnightly e-news, event invitations, reminders, media releases, Spark_Lab e-zines and surveys.
- Manage PICA's subscriber and media lists.
- Oversee PICA's media archive and unpaid/paid event listings as required.
- Expand PICA's digital following and actual visitation through a range of audience development activities.
- Prepare and dispatch exhibition and performance wrap up packs to relevant artists, performers and companies.
- Prepare and present internal marketing reports as required
- Administrative and general tasks as directed.
- Represent PICA by attending relevant meetings and information sessions with arts, media and business industries, government partners and funding bodies.

SELECTION CRITERIA

Essential

- Tertiary qualification in marketing or a related field
- Excellent oral and written communications skills, including copywriting skills
- Strong organisational and time management skills
- Strong customer service and relationship management skills
- Good working knowledge of the digital landscape and digital marketing skills (social media, e-newsletters, website content management systems)
- Ability to manage competing priorities
- Strong administrative skills and high level of attention to detail
- Demonstrated capacity to work autonomously and the ability to work harmoniously within a team

Desirable

- At least 2 years experience working in the arts and culture sector
- Understanding of the changing arts marketing landscape in WA
- Working knowledge of Microsoft Office, Campaign Monitor, Wordpress, Filemaker Pro and SABO
- Experience with database management
- Experience in content planning and delivery
- Photography skills

The successful applicant will:

- Have a passion for the arts
- Be able to work effectively in a busy team and open plan office
- Demonstrate empathy and be a good listener
- Have a can do, no blame attitude
- Be audience and stakeholder focused
- Demonstrate a growth mindset
- Be engaged, reliable and enthusiastic
- Meet, set and exceed standards that help streamline work practices and approaches