**APPLICATION PACK**

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| **Reference No:** | 22100 |
| **Title:** | Assistant Marketing Manager |
| **Classification:** | APS Level 6 |
| **Employment Status:** | Non-ongoing (to 1 September 2017) |
| **Hours:** | Full-time (7hrs 30mins per day) |
| **Salary:** | $73,617 – $84,761 plus superannuation |
| **Section:** | Operations and Audience Engagement |
| **Branch:** | Heritage Exhibitions and Engagement |
| **Team:** | Marketing |
| **Security Level:** | Baseline |
| **Contact Officer:** | Nicolle Keyes on 02 6270 8135 |
| **Closing Date:** | Midnight - Wednesday 3 August 2016 |

# Museum of Australian Democracy at Old Parliament House

Housed in one of Australia’s most prominent national heritage listed buildings, the Museum of Australian Democracy at Old Parliament House was the first museum in Australia dedicated to telling the story of the journey of our democracy. It seeks to provide a range of innovative exhibitions, tours, interpretation, education programs and public activities that will inspire and challenge visitors to explore democracy from its ancient roots to the present day and possible futures.

**About the Marketing Team**

The Marketing and Communications team is responsible for the effective marketing, stakeholder communications, advertising, public relations, evaluation and branding of Museum of Australian Democracy (MoAD) at Old Parliament House and MoAD products. The section works closely with other organisations to promote cultural tourism in Canberra. Marketing also manages graphic design requests for MoAD.

Marketing’s purpose is to cultivate preference for visiting MoAD among national and international tourists visiting Canberra. Our mission is to position MoAD as being part of the Australian story by focusing on the audience that is already visiting Canberra and targeting key partnerships and the use of innovative marketing to expand our reach. This includes digital, TV, press and outdoor (billboard) advertising within the ACT and NSW markets in general as well as targeted advertising for the promotion of events and exhibitions held by MoAD. The public relations campaigns focus on building a strong brand and high awareness of MoAD on a national level

# About the position

As part of a small team working in a fast paced environment, under the general direction of the Marketing and Communications Manager you will take a lead role in implementing strategies that promote the Museum of Australian Democracy (MoAD) at Old Parliament House and its activities across the full marketing spectrum.

# Position Duties

1. Contribute to and implement marketing and communications strategies that include a mix of advertising, media relations and digital components including evaluation on the success of the strategies including drafting press releases and publicity collateral, engaging with social media, and developing key strategic relationships that advance the positioning of the museum.
2. Manage effective relationships with the tourism industry, internal stakeholders, the media, the Department and the cultural sector.
3. Assist in managing the museum’s brand including the development of branding collateral.
4. Assist with the team’s administrative and procurement requirement including filming requests, processing of invoices, daily budget management, monthly accruals and tender documentation.
5. Supervise the Marketing Coordinator position.

# Position Requirements

1. Demonstrated experience in implementation of integrated marketing campaigns that leverage traditional and digital media eg: campaign development, media relations, print production, media buying, direct marketing and social media.
2. Demonstrated high level project management skills including the ability to work to deadline, manage multiple projects simultaneously and excellent attention to detail.
3. Demonstrated high level verbal and written communication skills that apply to campaign communication and/ or media relations.
4. Proven ability to develop and maintain strong working relationships.
5. Self-motivated with a proven commitment to achieving results.

# Highly Desirable

* Proven previous media relations experience.

# Your application

Please provide a concise statement of no more than two pages outlining your relevant skills and experience.

No selection criteria is required to be addressed, however when framing your response, please ensure you adequately address the position requirements.

# Application details

Your application must include:

* A completed application cover sheet - (available on the [MoAD website](http://moadoph.gov.au/about/employment))
* Concise statement of claims.
* Resume outlining your career history, qualifications and contact details for at least two recent referees.

# Diversity and Inclusion

MoAD encourages applications from the diverse Australian community including Aboriginal and Torres Strait Islander people and people with disability, people of all ages and those from culturally and linguistically diverse backgrounds.

We will accommodate all requests for reasonable adjustment for people with disabilities to assist in the application process and if successful, the inherent requirements of the position.

If you have an individual requirement that needs to be accommodated in order to participate in an interview, please indicate this on your application cover sheet or advise the contact officer.

# Eligibility

Employment with the Museum of Australian Democracy is subject to the following conditions:

**Citizenship –** To be eligible for employment with MoAD, applicants must be an Australian Citizen.

**Security Clearance –** The successful applicant will be required to undergo and maintain a security clearance at the baseline level.

# Employment Agreement

All terms and conditions for employment at MoAD can be found in our [Enterprise Agreement](http://static.moadoph.gov.au/ophgovau/media/docs/jobs/EA-2011-14.docx).

# Submission

Please submit applications by the closing date and time electronically to [recruitment@moadoph.gov.au](mailto:recruitment@moadoph.gov.au).

Applications will not be acknowledged upon receipt.

Applications received after closing will not be accepted unless prior arrangement has been made with the contact officer.