

RISING :

MARKETING ASSISTANT
POSITION DESCRIPTION, OCTOBER 2021

ROLE :	MARKETING ASSISTANT
TEAM :	BRAND AND COMMERCIAL
TERM :	FIXED TERM, FULL-TIME NOVEMBER 2021–JULY 2022
REPORTING TO :	HEAD OF CONTENT AND ENGAGEMENT
SALARY :	\$60,000 + SUPERANNUATION

RISING

[RISING](#) is a surge of art, music and ceremony in the heart of Melbourne. A major cultural event for the Asia Pacific Region, the festival is created by a diverse team of local, national and international artists and curators. RISING's purpose is to send interlocking circles of experience and connection radiating through the night, re-synchronising the city and re-energising it with public art, performance and music spanning the emerging and iconic, the epic and intimate.

The festival will also be engaged to run additional projects and will provide the required organisational resourcing and support to successfully deliver these projects.

The next RISING festival will take place in June 2022. View the 2021 RISING program [here](#).

THE ROLE

We are looking for an organised and adaptable arts lover to join the Brand and Commercial department and support the festival's content, marketing, branding, and merchandise activities. This role is suited to someone who is a sponge for learning and information, and who thrives in a fast-paced team environment.

RISING has an ambitious festival program and marketing strategy with varying creative requirements spanning artist and brand collaborations, multi-channel content creation, on-ground signage and wayfinding, and more. Working within the Brand and Commercial team you'll assist the Head of Content and Engagement and the Marketing and Engagement Coordinator day-to-day with these activities, as the administrative anchor for the team, as well as run your own projects.

You are an early-career marketer with meticulous attention to detail—the kind of person who proofreads a text three times before sending. You feel confident in a sprawling spreadsheet, a well-crafted timeline fills you with inner peace, and you don't flinch when tasked with a project you haven't undertaken before. You're familiar with project management tools and if you don't know your way around a platform or tool, you have the confidence to make your own map using online tutorials. That's how you learnt Photoshop.

You'll write accurate and thorough design briefs as needed and traffic briefs from internal stakeholders for the content team, managing expectations on delivery and workflow timelines. You're a good communicator, who isn't afraid to ask questions.

You're able to adapt to a fluctuating workload and a dynamic, demanding work environment. No one holds you to a higher standard than yourself—you believe in personal accountability and understand delegations of authority. You're comfortable and experienced in handling confidential and sensitive information.

DAY-TO-DAY, YOU WILL :

- Write thorough briefs and manage your own projects
- Coordinate festival signage with the Delivery team
- Oversee filing systems within SharePoint and content management
- Oversee promotions and offers
- Support the accounts payable workflow and reconciliations
- Be the point of contact for other departments internally for Brand and Commercial department's administrative tasks
- Deliver partner marketing benefits and partner cross-promotions
- Build and schedule pre-show (triggered) emails
- Content entry for festival website and event listing sites
- Track projects and deliverables in Monday.com and assist in managing team resources, deadlines and competing priorities
- Work cross-functionally with the Ticketing & CRM team to implement and report on campaigns
- Community manage online audiences including email, tracking comments and responses as needed
- Maintain media monitoring dashboards and keywords in Meltwater
- Assist the creation, implementation and reporting of content and marketing campaigns
- Assist with merchandise production, fulfilment processes and coordination
- Assist with photoshoots and print production and distribution

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- Undertake other tasks as required by the Brand and Commercial department

SKILLS YOU'LL NEED :

MARKETING AND ADMINISTRATION

- Solid administrative skills, such as file management, finance support (expenses, invoices), process creation, notetaking
- Project management and resource coordination experience
- Timeline management experience
- Experience writing or working to creative briefs, particularly design
- Stakeholder engagement experience

TECHNICAL

- Strong Microsoft Office knowledge (Word, PowerPoint, Excel and Outlook)
- Experience in web CMS and social media business platforms
- Experience with email marketing platforms, such as Wordfly, Mailchimp
- Experience using project management tools such as Monday.com or similar
- Experience with Google Analytics

PERSONAL ATTRIBUTES

- Collaboration and relationship building skills
- Clear and friendly communication and can-do attitude
- Proactive and a keen to learn on the job
- Meticulous attention to detail in administration and filing
- Adaptable and flexible to dynamic and demanding workload
- Creative problem-solving skills

BONUS POINTS FOR:

- Event signage coordination
- Social media management platforms, such as Falcon, Sprout or Hootsuite
- Previous work experience within a festival, marketing, content or creative environment
- Adobe Creative Suite skills
- Bricks and mortar retail or e-commerce experience

LOCATION

Subject to State Government Covid-19 travel and working from home (WFH) restrictions, the position operates from the RISING office, Level 2, 377 Lonsdale Street, Melbourne. RISING supports flexible working arrangements for staff and a hybrid office/WFH model is currently in place.

ACCESS

RISING is a festival aspiring to be a cultural leader in diversity and inclusion. We want our organisation and program to be a true reflection of our city representing people of diverse abilities, cultures and backgrounds. We encourage applications from First Nations people, those who are culturally and linguistically diverse, and people who have a disability or who are d/Deaf.

If you have access requirements that will cause difficulty applying online and you need assistance, please call 03 9662 4242, Monday to Friday, between 9AM-5PM. We are only able to respond to accessibility enquiries at this number, for all other queries please email jobs@rising.melbourne.