

<b>Role Title</b>	<b>Marketing Assistant – BIGSOUND</b>
<b>Background</b>	<p>BIGSOUND Festival is an annual event to discover the future of Australian music. Taking over Brisbane’s Fortitude Valley each year, BIGSOUND is a global gathering of musicians, industry, brands, media and music lovers.</p> <p>BIGSOUND is produced and presented by QMusic, Queensland’s music industry support organisation. A not-for-profit, QMusic supports and advocates for the Queensland music industry, delivers grants and funding opportunities, as well as presents industry events, including the Queensland Music Awards and QMusic Connect.</p>
<b>Role purpose</b>	<p>This role is for digital-savvy, frontline communicator with a passion for Australian music, building communities and fostering relationships.</p> <p>The role will be required to assist the QMusic Director of Marketing and Marketing Manager and will also liaise with external providers Beehive and Morse Code.</p>
<b>Reports to</b>	QMusic Director of Marketing
<b>Direct reports</b>	N/A
<b>Indirect reports</b>	N/A
<b>Award Classification</b>	Fixed term / amount employment agreement or contract

## Key Responsibilities

- Coordinate email campaign schedules, segmentation and written content creation
- Provide digital marketing and ticketing support
- Support for event sponsors and partnership integrations across QMusic marketing channels
- Update QMusic and BIGSOUND websites and app platforms as required
- Provide support to the Digital Content Producer for content creation, including composing design briefs
- Contribute to post-event evaluations including assessments of the implemented strategies and overall outcomes together with recommendations for future BIGSOUND events
- Some social media support, however the bulk of BIGSOUND social media posting is delivered via Morse Code

## **Financial Management**

- Awareness of the invoicing and payment processes that are in place for costs incurred

## **Experience and qualifications**

### **Essential**

- Minimum of 1-year experience in marketing
- Experience with content writing, email and online marketing
- Computer literacy and knowledge of Microsoft Office packages
- Acute attention to detail and experience copywriting

### **Selection Criteria**

- High level of literacy, communication and organisational skills
- Ability to work in a constantly busy work environment
- Ability to manage multiple tasks and work to strict deadlines
- Ability to work autonomously as well as part of team
- A demonstrated interest in and passion for contemporary music/arts industry
- Flexibility regarding work schedule
- Familiarity with The Valley, surrounding streets and venues
- Confidence to solve issues when they occur.
- Ability to follow direction and report back on tasks as required
- A friendly manner and upbeat personality

### **General**

- Work collaboratively with all members of the QMusic team and ensure open and clear communication is maintained across the organisation.
- Contribute to BIGSOUND meetings as required

## **Policies and Workplace Practices**

All QMusic employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times. It is expected employees will:

- Uphold the QMusic Values
- Be respectful towards the organisation, colleagues, clients and general public
- Act collaboratively with all colleagues
- Act in safe and responsible manner at all times

### **Additional Information:**

Flexible work hours required for weekend and evenings leading up to and during BIGSOUND (6-9 Sept)