

**Position description - Programming & Marketing Coordinator**  
Created Nov 2024

<b>Position</b>	Programming & Marketing Coordinator
<b>Reports to</b>	Marketing Manager Programming Manager
<b>Close working relationships</b>	AYDF Production Coordinator RTO Manager Education & Festival Contractors/Volunteers
<b>Location</b>	Work-from-home with some in person meetings / events required
<b>Position Type</b>	12 month fixed-term contract, part time (15 hrs a week)
<b>Salary</b>	\$60,000 pro rata

**The role**

We are seeking a motivated Programming and Marketing Coordinator to support our dance education programs and expand our brand awareness. Working with our Programming Manager, you will play a vital part in project and event management, assisting with planning, compliance, finance, administration, and evaluation. You'll also help shape our digital presence by creating engaging social media content, working closely with the Marketing Manager to execute campaigns that spotlight our programs, advocacy initiatives, and member services.

Ideally, you will have experience in coordinating performing arts events, tours or educational programs for children and young people. You enjoy working independently, and as part of a small, hands-on team. You will be a creative content creator, with strong communication and time-management skills. If you're organised, detail-oriented, and passionate about dance education, we'd love to meet you.

**Tasks include (but not limited to)**

- Assist in planning and organising programs and events.
- Support the day-to-day running of events and programs as needed.
- Create engaging content for social media, including writing posts and creating videos and images.
- Help monitor our social media community, schedule posts, and track engagement.

- Make sure all social content is accessible and inclusive, following industry standards.
- Assist with recruiting and managing contractors and volunteers.
- Help prepare and review important documents related to programs and events.
- Keep all program and event documents organised and filed.
- Enter and analyse data to measure the success of our marketing and programming efforts, and help prepare reports.
- Communicate clearly and confidently with all staff, partners and volunteers working with our organisation.

### Selection criteria

<b>Education &amp; Qualifications</b>	
Tertiary qualification in marketing, communications or media	Preferred
Dance training or teaching related qualification	Preferred
First Aid Training	Preferred
Working with Children Check	Required
<b>Knowledge &amp; Experience</b>	
1+ years' experience in event coordination/management within the performing arts or education industry	Required
1+ years' experience in a social media or digital role	Required
Demonstrated experience maintaining and growing a successful social media presence including creating, scheduling and posting content and tracking engagement	Required
Good working knowledge of the dance, arts or entertainment industry	Required
Demonstrated project management experience, working with multiple stakeholders and across departments	Preferred
Experience in writing reports, acquittals or grants	Preferred
Experience in facilitating dance lessons for the Australian Dance Industry	Preferred
<b>Technical &amp; Specialist Competencies</b>	
Good working knowledge of social media management tools (eg. Meta Business Suite)	Required
Working knowledge of editing tools (eg. Canva)	Required

Demonstrated computer and technology skills, including Microsoft Office	Required
Working knowledge of project management tools (e.g. Monday.com)	Preferred
<b>Behavioural Competencies</b>	
Verbal and written communication	High
Interpersonal skills	Good
Stakeholder management skills	Good
Ability to work as part of a team as well as unsupervised	High
Time management and project management skills	High
Problem solving skills, creative and critical thinking	Good

### About us

Ausdance VIC is the peak body for dance in Victoria and Australia's leading dance-specialist Registered Training Organisation (RTO).

Whether it's innovative dance education projects, training opportunities, workforce and professional development, resource building or policy representation, we're here to support our members and are committed to nurturing and promoting the art of dance.

We represent the interests of a wide range of stakeholders, including independent dance artists and teachers, companies and ensembles, the education sector (including primary, secondary, and tertiary institutions and educational providers), dance studios, and the community.

### Why join us

At Ausdance VIC you will be part of a small, hard-working team who are all passionate about the arts and entertainment industry. The role offers a great opportunity to immerse yourself in the world of dance and contribute fresh ideas in a supportive environment.

You'll get:

- Hybrid role working from home and various offsite locations
- Flexible working arrangements
- Professional development opportunities

Ausdance VIC proudly supports a safe work environment for people of all cultural backgrounds, abilities, ages, sexualities and gender identifications.

This role could be successfully fulfilled by a person who requires accessibility support due to its hybrid nature. The organisation will provide the successful candidate with any specialist equipment needed to succeed. If you are applying for this role and require any assistance, please email [victoria@ausdance.org.au](mailto:victoria@ausdance.org.au)

### Employment conditions

Initial 12-month contract with an opportunity for extension pending funding. Part time (15 hours per week), salary \$60,000 pro rata equivalent per annum plus super (paid in addition to wages at the legislative levels).

The position will receive the pro rate equivalent of four weeks' annual leave plus sick / personal leave, calculated upon 10 days' sick leave per year for a full-time position.

Due to the nature of the role, there may be some attendance at events required outside core working hours. Time-in-lieu can be negotiated with the Managing Director in these situations.

### How to apply

Please apply with a resume and cover letter addressing the selection criteria, through SEEK.

If you require further information, please contact [victoria@ausdance.org.au](mailto:victoria@ausdance.org.au)

Applications will remain open until a suitable applicant is appointed.