



# CITY OF ALBANY POSITION DESCRIPTION ADMINISTRATION & MARKETING OFFICER - ARTS AND CULTURE

## 1. CITY OF ALBANY VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

- **Focused:** on community outcomes - This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.
- **United:** by working and learning together - This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance. We will commit to a culture of continuous improvement.
- **Accountable:** for our actions - This means we will be transparent in our decision making. We will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners.
- **Proud:** of our people and our community - This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be committed to serving the diverse needs of the community while recognising we cannot be all things to all people.

## 2. POSITION IDENTIFICATION

<b>TITLE:</b> Administration & Marketing Officer - Arts and Culture	<pre>graph TD; Manager[Manager Arts &amp; Culture] --&gt; Coordinator[Vancouver Arts Centre Coordinator]; Coordinator --&gt; Officer[Administration &amp; Marketing Officer - Arts and Culture];</pre>
<b>LEVEL:</b> Level 4, City of Albany Industrial Agreement 2023	
<b>DIRECTORATE:</b> Community Services	
<b>REPORTS TO:</b> Vancouver Arts Centre Coordinator <b>RESPONSIBLE FOR:</b> Nil	

## 3. POSITION OBJECTIVE

This position is responsible for working in a support role within the City of Albany to provide varied and extensive administration and marketing support to the Arts and Culture Team. This role is responsible for supporting the development, enhancement, promotion, delivery and maintenance of the Arts &

Culture Team's online presence and communications including the newsletter and social media platforms.

#### **4. KEY RESPONSIBILITIES**

##### **General**

- Provide administration and marketing support for arts and cultural projects delivered through the Vancouver Arts Centre and the Albany Town Hall.
- Develop, implement and enhance the Arts & Culture Team's communication channels including newsletter and social media platforms.
- Support the development, enhancement, promotion, delivery and maintenance of the Arts & Culture Team's online presence and service provision.
- Administer the City of Albany's Artist in Residence Program.
- Administrate Studio and Annual Hire arrangements for the Vancouver Arts Centre and Mary Thomson House Studios.
- General administrative support to Vancouver Arts Centre Coordinator in day-to-day operations of Vancouver Arts Centre.
- Assist in the planning, delivery and evaluation of the City's Community Arts programs and workshop programs delivered through the Vancouver Arts Centre and the Albany Town Hall.
- Provide organisational support to the Manager Arts & Culture, VAC Coordinator and other duties as required.

##### **Digital Support, Communications, Training and Professional Development**

- Develop, maintain and enhance the Arts & Culture website & email/online communication channels.
- Maintain & develop databases & online subscription services.
- Facilitate public IT services – internet, Wi-Fi, Point of Sale (POS) systems.
- Plan, program and present online content to complement Arts & Culture programs
- Plan, develop and deliver communication and marketing campaigns and promotional strategies that support Arts & Culture programs and services.
- Provide team members with technical advice, training to build skill base, capacity and professional support.
- Respond to initiatives and assist in the development of the service area as directed.
- Promote and actively participate in best practice and quality improvement programmes and activities within the Arts & Culture team.

##### **Administration and Marketing**

- Develop and deliver digital and print marketing initiatives for the City's Community Arts programs and Artist Residencies.
- Manage email newsletter and social media activities for Arts & Culture team.
- Assist with documentation, evaluation and acquitting of projects and the preparation of reports.
- Compile and archive marketing material, photographic records and media collateral relating to community arts events, projects and residencies.
- Undertake appropriate record keeping, utilising the City's electronic records management system.
- Provide support with financial administration, including purchasing, invoicing, budget tracking and acquittals for designated community arts programs.
- Undertake any relevant project research, including identifying funding, sponsorships and grant opportunities.
- Compile qualitative and quantitative statistics for quarterly internal and external reporting.

## **Venue and Operations**

- Administration of Mary Thomson House Studios facility, ensuring the facility is appropriately maintained, clean and safe.
- Provide support with event administration processes, including compliance with City events approvals process, liaison with stakeholders, suppliers, customers and general community.
- Provide practical support in community arts events delivery, including assisting with setup, delivery and pack down.
- Provide support to community venue hirers as required at Vancouver Arts Centre and the Albany Town Hall.
- General administrative support in day-to-day operations of Vancouver Arts Centre.

## **Customer Service**

- Provide an efficient and courteous service experience to internal and external customers.
- Perform open/close procedures for the Vancouver Arts Centre and the Albany Town Hall when required.
- Provide information to relevant stakeholders and customers, internally and externally, on services, programs and activities.
- Provide short term and lunchtime relief cover as required for Customer Service Officers at Albany Town Hall and Vancouver Arts Centre.
- Strive for continuous improvement in the workplace and excellence in customer service.

## **Work Health and Safety**

- Take reasonable care for own / individual health and safety and for the health and safety of others, including the implementation of risk control measures that are within own / individual control to prevent injuries or illnesses.
- Comply with any reasonable instruction from the City of Albany and monitor and rectify work practices to ensure compliance with WHS Regulations.
- Abide by the City of Albany policies and procedures.
- Report any workplace hazards. Everyone in the workplace shares this responsibility equally.
- Report any workplace injury, illness or near misses. It is important to report all injuries, no matter how insignificant they may seem.

## **5. REQUIREMENTS OF THE JOB**

### **Skills**

- Demonstrates excellent interpersonal skills and builds productive relationships with people at all levels within and outside the team.
- Well-developed time management and organisation skills with the ability to set own priorities, plan and organise work.
- Developed skills in using social media platforms, email newsletter systems, graphic design and photo editing software.
- Highly developed communication skills, both written and verbal.
- Well-developed interpersonal, negotiation and problem-solving skills.
- Strong customer service focus and commitment.
- Good numeracy and literacy skills.
- Sound computer skills with developed knowledge of the Microsoft Office suite (especially Word, Excel and Outlook).

- Excellent telephone technique and communication skills.
- Ability to participate in, embrace, promote and implement quality improvement and best practice activities.

### Knowledge

- Knowledge of and fluency in using social media applications and the internet.
- Knowledge of event management processes.
- Knowledge of the cultural sector and understanding of community organisations.
- Knowledge of, or appreciation of the arts.
- Developing knowledge of the City's organisational structure, services and functions.
- Developing knowledge of the City's procedures, policies and activities.
- Developing knowledge of operation of the City's corporate information system.

### Experience and Qualifications

- Previous experience in the community, cultural or events sector involving a high level of exposure to the general public.
- Customer Service experience, ideally in a community service environment.
- At least two years' experience working in an administrative role, preferably within the Arts Sector, Events or Community Development.
- Experience creating marketing materials.
- Experience in IT systems, technology and online service support and maintenance.
- Experience of integrated marketing platforms (e.g. Mailchimp).
- Experience in the use of social media platforms for community engagement.
- Experience in using social media platforms, email newsletter systems, graphic design and photo editing software.
- Experience coordinating events.
- 'C' Class Drivers Licence.
- Cert 3 in Business Administration or equivalent experience.
- A similar role within government or a government agency (desirable).
- Responsible Service of Alcohol (desirable).
- Senior First Aid Certificate (desirable).

### 6. CERTIFICATION

As the occupant of this position, I have noted and agreed to the Values, statement of duties, responsibilities and other requirements as detailed in this document.

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
*(Please print)*

DATE: \_\_\_\_\_

WITNESS NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
*(Manager or above) (Please print)*

DATE: \_\_\_\_\_