

# **BALLARAT INTERNATIONAL FOTO BIENNALE**

## **POSITION DESCRIPTION: DIGITAL MARKETING ASSISTANT**

**Reports to:** General Manager

**Date:** 5 April 2021

### **ABOUT THE BALLARAT INTERNATIONAL FOTO BIENNALE**

The Ballarat International Foto Biennale was founded in 2005 and attracts significant international and Australian photographers as one of Australia's pre-eminent photographic festivals. It is a not-for-profit event that immerses the historic town of Ballarat in photographic art.

Now in its 16th year, the Biennale has enriched the cultural landscape of regional Victoria, to become the most significant, prestigious photographic arts festival in Australia. Held every two years we showcase work from domestic and international artists that is new, previously unseen in Australia or contextualised afresh; and in our Open Program we foster the development of emerging artists. Alongside there are public programs and education programs comprising talks, workshops and prizes which round out a rich and diverse cultural event that attracts more than 30,000 people, delivering significant economic and cultural impact.

The Ballarat International Foto Biennale has attracted more than 200,000 visitors to Ballarat. We've done this by consistently finding new ways to engage audiences with photography, responding to our audience's needs, their changing vision of art and culture, and the role it plays in shaping Ballarat. We recognise and support Aboriginal and Torres Strait Island people as the First Australians. Through photography, we see our world reflected back in unexpected ways through the eyes of others: artists, community and new perspectives.

[www.ballaratfoto.org](http://www.ballaratfoto.org)

### **ABOUT THE ROLE**

The Digital Marketing Assistant will work with the Ballarat International Foto Biennale team to promote the 2021 Festival according to the approved Marketing Plan. The role reports directly to the General Manager.

The primary responsibility is to focus on the event's online community to build awareness and drive ticket sales.

You will have experience across all areas of social media and content creation, including planning, researching, writing, producing and creating content that drives advocacy, awareness, engagement and fundraising through design, photography and video, website, digital marketing and copywriting.

You will have experience with Facebook Business Manager and Google Ads while experience in the not-for-profit sector is highly desirable.

Responsibilities will include:

#### Content calendar

- Work with the General Manager to update and implement the content calendar and timeline in line with the Marketing Plan

#### Content Creation

- In partnership with the BIFB team, identify opportunities for content development, manage the efficient and effective day-to-day communications with audiences and stakeholders via social media platforms including content creation (both static and video) and community management with a focus on engagement and growth
- Prepare marketing content which talks to the range of key audiences for each digital platform

#### Email Marketing

- The creation of robust eDM plans across the campaign duration
- Executing weekly eDM campaigns and automated eDM flows
- Writing and editing of regular eDMS to the BIFB database

#### Social Media

- Create a content plan in line with marketing strategy to engage BIFB online audience and drive conversions on ticket sales
- Create engaging content and copy
- Actively engage with the online community, encourage conversation and answering enquiries

#### Website

- Manage, create and update website content
- Assist with monitoring and improving website performance

#### Analytics and Reporting

- Assist the General Manager to evaluate analytics and insights to inform the Marketing and Communications strategy and maximise strategy performance.
- Assist in preparing monthly reporting including campaign insights, trends and analytics

#### Agency Liaison

- Liaise and manage the paid digital campaign and relationship with the appointed digital advertising agency
- Liaise and manage the design assets and relationship with the appointed graphic design agency

\*As well as other duties as required.

#### **Your Experience**

- 3+ years in a similar role, with a passion and talent for content development and copy writing
- Marketing/media communications qualifications and/or related work experience
- Google certifications (Analytics, AdWords) desirable
- Demonstrated industry experience in developing, executing and reporting on digital marketing campaigns

- Demonstrated experience in Facebook, Instagram, Google and eDM platforms, preferably MailChimp
- Demonstrated experience working with analytics, testing and marketing tools such as Google Analytics, Facebook Ads Manager, A/B testing
- Demonstrated high level experience using Microsoft Excel for reporting
- Experience in WordPress preferable
- Experience in Adobe InDesign, Illustrator and Canva highly desirable
- Exceptional writing skills and ability to create copy that speaks to specific target audiences

#### Availability

This is a contract position, commencing as soon as possible and concluding in November 2021, from 16 hours per week. The contract may be extended if appropriate.

#### HOW TO APPLY

##### Recruitment Process

Applications will close on Tuesday 20 April 2021 with interviews during week commencing 26 April 2021.

Applications should include:

- Covering letter
- Your resume
- Details of two professional references

Further Information:

Kate O'Hehir

General Manager

Ballarat International Foto Biennale

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