

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing Coordinator
<b>Contract:</b>	7.5 hours per week   3 month contract
<b>Reports To:</b>	BLHN Chair
<b>Direct Reports:</b>	None

### ABOUT BLHN

Established in 2001, Brisbane's Living Heritage Network (BLHN) was formed out of a Brisbane City Council initiative. The initial spark of an idea was to connect Brisbane's small museums and heritage places within a larger network to help them with promotion and raise awareness of their valuable work. It was decided that this network or alliance would be based on approved membership to Brisbane's Living Heritage Network. Today there are 90 member organisations in BLHN comprising museums, galleries, heritage sites, historic houses and gardens and historical societies.

**STATEMENT OF PURPOSE** Brisbane's Living Heritage Network actively works for the promotion of history and heritage in Greater Brisbane and the growth, connectedness, and sustainability of its member organisations.

**VISION** Brisbane's history and heritage is valued by all and recognised as an integral part of Brisbane's identity.

### POSITION PURPOSE

Brisbane's Living Heritage Network (BLHN) is looking for a driven person with a flair for content creation and campaign development to join our small team. The primary purpose of the newly created position is to promote and build the profile of Brisbane's Living Heritage Network. The role will be instrumental in implementing the marketing strategy that positions Brisbane's history and our members as interesting places to visit

This position is initially offered as a part time position, 7.5 hours per week for a contract period of 3 months. We believe there is an opportunity for this position to be extended. You will be working closely with the Chair of BLHN and the BLHN Coordinator to deliver a range of marketing and content initiatives.

The successful candidate will be skilled, organised, have a positive attitude and a passion for the heritage sector.

### KEY DUTIES:

#### Campaign management

- Develop and implement digital marketing campaigns to build brand awareness, driving traffic to the BLHN website and member websites
- Measure and report on the performance of all digital marketing campaigns

#### Design, content creation, brand management and governance

- Produce and edit content for digital, web and print platforms
- Ensure BLHN's brand and messaging is presented consistently and professionally across all communication channels
- Develop and implement innovative and creative content ideas to help grow BLHN brand and reputation
- Lead creation of BLHN communication materials including e-Newsletter, brochures and promotional material
- Copyrighting and editing of marketing collateral

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## KEY DUTIES continued:

### Website management

- Oversee the management of BLHN website.
- Maintain and improve BLHN website working with WordPress
- Measure, review and report on the performance of website and online platforms.
- Coordinate all organic traffic and SEO strategies.

### Email marketing

- Design, develop and deliver content for the monthly email marketing campaigns using mailchimp.
- Review the effectiveness of email marketing campaigns to assess their impact.

### Other duties as required

- Build and maintain relationships with member organisations and key stakeholders.
- This position may involve some after hours and occasional weekend work.
- This position may require travel to member sites, all located within the greater Brisbane area.

## SELECTION CRITERIA

### Essential

- A tertiary qualification coupled with minimum 2+ years professional marketing experience, OR 5 years marketing experience
- Excellent communication (written and verbal) and relationship management skills
- Ability to develop and implement marketing strategies
- Excellent understanding of social media including developing content, implementing campaigns scheduling, monitoring online communities & reporting
- Strong organisational skills, attention to detail and project management skills
- High level proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook) and computer savvy
- An ability to work autonomously, and as a member of a team to deliver competing priorities
- Ability to analyse commercial information to provide meaningful research and reports
- A passion for Brisbane heritage and ability to think creatively

### Desirable

- Experience with media
- Experience in photography and image editing
- Understanding of Heritage, Tourism & Arts sectors
- Experience using Creative Suite programs including InDesign, Photoshop or Illustrator
- Own transport

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## GENERAL INFORMATION

### Contract Period

Three months from commencement. It is hoped the 3 month initial contract period will be extended.

### Hours of Work

Flexible office hours are nominally 9.00 am to 5.00 pm, Monday to Friday, but the appointee may be required to occasionally be available to work after hours or on weekends. *Provision is made for additional hours or accrual of time in lieu, at the discretion of the Chair.* The role will be required to submit a monthly report and attend monthly board meetings.

### Location of Work

The initial appointment may be required to work from home, as BLHN works to secure office space in a central location.

### Salary

Hourly rate will be negotiated with preferred candidate.

## APPLICATION PROCESS

If you feel that you have the right attitude, experience and would like to be part of the revitalisation of BLHN please provide:

- A statement no more than 2 – 3 pages addressing the selection criteria both essential and desirable
- Your current resume, including two (2) referees

Please send to Jennifer Garcia Chair Brisbane Living Heritage Network, on [enquiries@newsteadhouse.com.au](mailto:enquiries@newsteadhouse.com.au)

If you would like to discuss the position please contact Jennifer Garcia, +61 417 177 965

### Applications close 5pm on Monday 19 April 2021

Interviews will be held with selected candidates in late April.

Unsuccessful candidates will be notified via email on completion of the recruitment process.

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