

Position Description	
Position Title: Administration Assistant - Marketing	Division: Marketing
Reports To: Director - Marketing	Workplace level: Level 6
Loading: Fixed Term – Part Time	Special: Fixed Term. May be required to work on an occasional weekend or after hours to support marketing & promotional events
Position Created Date:	Position Review Date: 4 October 2018

ORGANISATIONAL ENVIRONMENT

The Organisation

The Sovereign Hill Museums Association is a not-for profit community-based museum organisation that collects, researches and interprets the heritage of the goldrushes and the Ballarat region. The organisation includes Sovereign Hill Outdoor Museum, the Gold Museum, Sovereign Hill Hotel, *Blood on the Southern Cross* and Narmbool.

The Department/Area

The Marketing Department promotes the Sovereign Hill brand to both international and domestic markets. It drives publicity and ensures customer service standards are maintained at the highest level possible. The Marketing Team consists of approximately 4 staff and delivers services across 7 days per week.

ORGANISATIONAL CHARTER

Purpose

Our purpose at Sovereign Hill and the Gold Museum is to inspire an understanding of the significance of the central Victorian gold rushes in Australia's national story, and at Narmbool of the importance of the land, water and biodiversity in Australia's future.

Mission

Our Mission is to collect, conserve and interpret the mining, social, cultural and environmental heritage of the Ballarat region.

Values

Service

We will ensure that every visitor's experience is satisfying, and that their needs are paramount in our decision-making.

Respect

We will act with respect and free from any form of discrimination in what we say and do

Safety

We will maintain a safe and healthy workplace for all our visitors and for all who work on our sites.

Integrity

We will act in accordance with international and national codes of ethical practice for museums

Responsibility

We will be a socially and environmentally responsible business and employer.

Sustainability

We will maintain our financial viability and independence by using our resources efficiently and effectively.

PRIMARY ROLE
The Administration Assistant – Marketing assists in providing accurate and timely administrative functions within the Marketing department. Providing general and event administrative support, assistance with group bookings, assisting with film crews and social media content.

KEY WORKPLACE RELATIONS
<ul style="list-style-type: none"> • Director Marketing • Executive Marketing and Communciation • Executive Marketing Sales & Functions • Executive Marketing & Events • Marketing Officer

JOB TASKS AND RESPONSIBILITIES	
Key result area	Major activities
Administration	<ul style="list-style-type: none"> • Provide general administration duties for the Marketing Department • Provide event administration support • Assist with donation enquires • Assist with group bookings • Assist with film crews and travel industry familiarisations: <ul style="list-style-type: none"> ➢ prepare itinerary ➢ enter bookings into Navision booking system ➢ organise activities for guests (photos, mine tours etc.) ➢ organise accommodation as required • Assist with the company's social media sites ie: Facebook and Twitter • Assist with special marketing arrangements for groups and events within Sovereign Hill eg: <i>Race around the Hill, Make Cancer History Walk</i> • Assist with the preparation and distribution of the weekly Sovereign Hill staff newsletter • Complete membership renewals each month • Update the Membership database as required • Gain and relay knowledge of the Marketing Department and Sovereign Hill to ensure high quality customer service when providing information for enquires
Teamwork	<ul style="list-style-type: none"> • Ensure work areas are presented at optimum levels • Work cohesively with all team members • Participate in organisational events and promotional activities as required, including New Gold Mountain roster

JOB TASKS AND RESPONSIBILITIES	
Key result area	Major activities
Operations	<ul style="list-style-type: none"> • Undertake the responsibilities of the position adhering to: <ul style="list-style-type: none"> ➢ SHMA policies and procedures ➢ The Sovereign Hill Code of Conduct ➢ Sovereign Hill Workplace Safety Rules ➢ Equal Opportunity and anti-discrimination legislation and requirements ➢ Occupational Health and Safety (OH&S) legislation and requirements • Participate in annual performance reviews, meetings and staff training and professional development as and when required • Help foster a culture which values safety as primary consideration in all activities • Wear costume/uniform in accordance with guidelines set down by The Sovereign Hill Museums Association • Perform other relevant duties as required

KEY SELECTION CRITERIA
<ul style="list-style-type: none"> • Previous experience in administration or similar role is essential • Excellent customer service skills • Ability to work independently and in a team • Demonstrated time management skills including the ability to prioritise and work within tight timelines • Basic computer skills, including a working knowledge of MS Office • Demonstrated verbal and written communication skills • Ability to work flexible and additional hours, some after hours, as and when required

QUALIFICATIONS
<ul style="list-style-type: none"> • Qualifications in Business, Office Administration or attainment towards one of these qualifications will be highly regarded

REQUIRED LICENCES/CERTIFICATES
<ul style="list-style-type: none"> • Police Check • Working With Children Check

OTHER
<ul style="list-style-type: none"> • Must be eligible to work in Australia

EMPLOYERS APPROVAL OF POSITION DESCRIPTION

Jennifer Ganske
Director Marketing

Signature

Date of approval

Mark Karlovic
Head People, Performance and Legal

Signature

Date of approval

EMPLOYEE ACKNOWLEDGMENT OF POSITION DESCRIPTION

I have received a copy of the Position Description and have read, understood and accept its contents.

Employee Name

Employee Signature

Date