

## MARKETING EXECUTIVE

- Iconic and highly respected not-for-profit business in the Australian creative sector
- Event management – end to end
- Campaign strategy and implementation

### Are you the right person to join our Marketing & Communications team?

You understand marketing and how to best communicate a message that produces results. You've probably worked in a commercial environment or with a very pro-active organisation that employs marketing & communications initiatives to influence target markets and/or drive product revenue. Versatility is key to this position as is the ability to understand the diverse audiences you will need to motivate, encourage and inform through targeted communications, events and other activities. You are capable of working as a team and independently and will thrive on achieving your goals and objectives.

### The Role

Reporting to the Head of Marketing, the **Marketing Executive** will use a broad range of skills to provide high-level services across the company including:

- Management of the Cultural Fund, Membership and Owned Events marketing and communications requirements, implementation and evaluation of marketing communications strategies
- Managing effective inter-departmental communication and campaign workflow processes
- Developing and implementing targeted, acquisition focused campaigns.
- Actively seek out, develop and manage compelling, short and long term partnerships to deliver on business objectives
- Producing multi-media marketing material including e-marketing, advertising collateral and other campaign requirements
- Developing and maintaining Copyright Agency's website and intranet, with solid experience in tracking analytics
- Writing and editing accurate copy for online and print publications
- Public relations and social media experience
- Maintaining accurate campaign budgets and tracking campaign results/analytics.

### Benefits

- Competitive salary
- Opportunity to join an iconic and highly respected not-for-profit business in the Australian creative sector
- Sydney CBD based
- An exciting, autonomous and varied role operating in an environment with internal and external stakeholder collaboration
- The successful candidate will get to fast-track skills in multiple marketing and communication disciplines.

- You will also develop knowledge in copyright law, rights licensing frameworks and publishing models.

## Requirements

- The ability to create and execute marketing initiatives and manage projects that turn goals into achievements is essential.
- You will need to have a minimum of 2 years' working experience working in a similar position, B2B desirable, and be ready for new challenges.
- Previous event experience preferred
- Experience and knowledge of software programs such as Adobe InDesign, Photoshop, WordPress, Mailchimp, & analytics or equivalent will be highly regarded
- Degree qualified.

## About Us

Copyright Agency | Viscopy collects and distributes fees for the re-use of copyright text and images. Copyright Agency is the declared society for the statutory schemes for education and government and for the resale royalty scheme for visual artists. Copyright Agency also licenses commercial organisation to copy and share information within their organisations without risk of copyright infringement.

Copyright Agency also manages the licensing activities of Viscopy Limited under a service agreement. Copyright Agency provides philanthropic support to Australia's cultural community through our grants program, the Cultural Fund. For more information visit [www.copyright.com.au](http://www.copyright.com.au) | [www.viscopy.net.au](http://www.viscopy.net.au)

## How to apply

Please forward your resume and a covering letter to [recruitment@copyright.com.au](mailto:recruitment@copyright.com.au)

Applications will be treated with the strictest of confidence.

Applications close on **27 February 2017**.

Copyright Agency | Viscopy encourages applications from Aboriginal and Torres Strait Islander people.

To be eligible to apply you must have an appropriate Australian or New Zealand work visa.

Only successful applicants will be contacted.