



## MARKETING OFFICER POSITION DESCRIPTION

<b>Position</b>	Marketing Officer part-time, permanent
<b>Responsible to</b>	Executive Officer, Rosemary Cameron
<b>Salary</b>	\$34,175.47pa + super guarantee of 11.5% (due to rise to 12% on 1 July 2025). This is an hourly rate of \$43.12 and a FTE annual salary of \$85,438.68.
<b>Hours</b>	The Marketing Officer is engaged to work 2 days per week (7.6 hrs/day or 15.2 hrs/ week). Usual hours are 8:45am - 5pm with a 40 minute lunch-break.

The Royal Historical Society of Victoria is looking for a part-time marketing officer to work two days per week from our 1938 heritage-listed home on Flagstaff Gardens and a short stroll from Queen Victoria Market.

**If you are a tech-savvy marketing professional looking for a part-time position we would like to meet you.**

### WHO ARE WE AND WHAT DO WE DO?

We are a membership-based organisation (1,300 members) of history enthusiasts and other historical societies across Victoria. We focus on the history of Victoria and have, since our inception in 1909, built an enviable state-significant collection of manuscripts, objects, photographs, maps and books. We have a large public program of events; we run the History Victoria Bookshop, the Victorian Community History Awards, Women's History Month (March) and History Month (October); we publish books and journals; we are a strong, well-respected and fearless advocate on heritage issues and we are a history research facility.

Our events are fairly simple on the whole but we should use them to attract and build new audiences (ie we have an Indigenous History Lecture every February and a Law and History lecture every 2nd year).

We are a not-for-profit with charitable and deductible-gift-recipient status. We are a small organisation which punches above its weight.

## **THE POSITION**

This position is marketing but with a bit of PR thrown in. We send out monthly press releases and more targeted press releases for certain events and products. The budget is small so we tend to focus on social media and free digital and media listings etc.

Zoho is our CRM, and we have only scratched the surface with its capabilities – especially regarding marketing (we have a mailing list of about 10,000 email addresses). We also have two websites (both Wordpress) which you can check out: [historyvictoria.org.au](http://historyvictoria.org.au) and [historymonth.org.au](http://historymonth.org.au) We certainly haven't maximised the capabilities of our websites yet either.

We have a fairly strong media presence on Facebook (in line with our older demographic) and we are ramping up other platforms (especially Instagram). It is easy to concentrate on building social media and ignoring more traditional direct marketing but we have found traditional marketing to be effective (What's On listings, press releases, direct emailouts etc). And building followers on social media is really only useful if we can convert them into engaged followers ie book and ticket buyers or members.

## **THE POSITION INCLUDES (but is not limited to) THE FOLLOWING:**

- Prepare simple marketing strategies, plans, and objectives;
- Create and implement simple marketing campaigns;
- Create original & engaging text, image and video content for digital and print media which sustains readers' curiosity and creates buzz;
- Suggest and implement creative ways to attract more customers / members and promote our brand. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies and the goal is conversion from following on social media to becoming a member or ticket/book buyer;
- Develop and refine, grow and maintain marketing database;
- Measure digital traffic and monitor SEO;
- Manage our social media interface including
  - Stay up-to-date with changes in social platforms ensuring maximum effectiveness;
  - Train co-workers to use social media in a cohesive and beneficial way;
  - Facilitate online conversations with customers and respond to queries;
  - Report on online reviews and feedback from customers and fans;
  - Develop an optimal posting schedule, considering web traffic and customer engagement metrics;
- Delegate tasks to co-workers and our large volunteer workforce;
- Keep promotional materials ready by coordinating requirements with designers and inventorying stock;
- Monitor budgets;
- Update marketing knowledge by participating in professional development opportunities.

## **WHAT YOU WILL BE ABLE TO OFFER US:**

- Proven work experience as a marketer
- Ability to deliver creative content (text, image and video)
- Familiarity with the traditional marketing strategies and marketing channels (not digital)
- Familiarity with online marketing strategies and marketing channels
- Expertise in social media platforms, especially Facebook
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to grasp future trends in digital technologies and to act proactively

- Excellent communication skills
- Multitasking and analytical skills
- Ability to delegate

## **CONDITIONS**

All staff and volunteers are required to have a current valid Working With Children Check and to sign and abide by our Code of Conduct.

This is a part-time permanent position (\$34,175.47pa + super guarantee of 11.5% which is due to rise to 12% on 1 July 2025). This is an hourly rate of \$43.12 and a FTE annual salary of \$85,438.68. We support staff with training and skills development where necessary.

The Marketing Officer is engaged to work 2 days per week (7.6 hrs/day or 15.2 hrs/ week). Usual hours are 8:45am - 5pm with a 40 minute lunch- break.

Our home is an unusual 1938 heritage-listed Drill Hall close to Queen Victoria Market and about 150m from Flagstaff Station.

The office closes for 1 week over Christmas/New Year and staff members are required to take this time as part of their annual leave (usually 3 days annual leave excluding public holidays). We operate a TOIL system for over-time if needed.

## **APPLICATIONS CLOSE:**

5pm Tuesday, 28 January, 2025

Interviews will be held soon after the closing date and we hope to confirm the appointment by late mid-February 2025 for a March start.

## **QUERIES AND APPLICATIONS SHOULD BE DIRECTED TO:**

Rosemary Cameron

Executive Officer

[Executive.officer@historyvictoria.org.au](mailto:Executive.officer@historyvictoria.org.au)

+61 3 9326 9288 | 0400387877

***Please send your curriculum vitae with a covering letter relating your experience to that which the RHSV is seeking. A curriculum vitae without such a covering letter will not be considered.***