



POSITION DESCRIPTION

Digital Marketing Specialist

Art Est Art School is seeking a switched on, pro-active and passionate Digital Marketing Specialist to join our small team and drive all marketing activity to increase brand awareness and enrolments. It is a diverse, busy and hands-on role that also includes student and tutor liaison and some program development.

The Digital Marketing Specialist is accountable for developing, creating and implementing Art Est's digital marketing strategy across multiple platforms including social media, e-communications, paid digital, SEM and SEO campaigns.

The successful applicant will understand every aspect of social media for business, have a flair for copywriting and storytelling, an eye for images, strong knowledge of digital trends, is good with a camera and have a keen interest in translating audience research into results.

The position is available for immediate start.

About Art Est.

Established in 2008, Art Est is one of Sydney's leading independent art schools, with a reputation for providing quality visual arts tuition to adults and children taught by specialized and award-winning artists.

Located in a spacious, light-filled warehouse in a heritage industrial complex in Leichhardt, Art Est. has four teaching studios, an art gallery and a ceramics studio.

Our annual program includes term courses, Summer Art School, master classes and weekend workshops for adult in painting, ceramics, drawing, etc. Children five to fifteen years can explore their creativity in weekly classes and school holiday workshops. Art Est also hosts corporate events, team building and art parties and has an annual exhibition program.

About the Role

Key responsibilities include:

Digital Marketing and Communications

- Create engaging marketing content and campaigns to promote Art Est programs, exhibitions and activities including content creation for e-newsletter, online listings, social media marketing and other communications platforms
- Maintain our online presence including updating the Art Est website, online listings, and other digital platforms
- Track campaign performance through Google Analytics and social media insights etc.

- Manage and segment mailing lists using Mailchimp for EDMs
- Using Canva, design graphics to support digital marketing campaigns
- Keep up to date with industry trends, innovation and benchmarks as they relate to social media, digital marketing and implement strategies for broadening and increasing audiences for all Art Est's activities.
- Manage Art Est's Facebook, Instagram, Linked-In accounts including organic content, community engagement, events, boosted/sponsored posts and advertising.
- Identify and create video content opportunities (tik tok, youtube).
- Assist the Director with the development and delivery of student enrolment strategies
- Research and identify new markets and digital audiences to promote courses and attract new students
- Liaise with Art Est tutors to create engaging content/stories on their courses and art practice

Administration and Program Development

- In consultation with the Director, identify opportunities for visiting artists to conduct short courses and master classes
- Liaise with students and tutors regarding course content and new course opportunities
- Assist with student enrolments via our 'oncourse' database as needed during peak enrolment periods.

Gallery and Studio Operations

- Assist with gallery exhibitions as needed, including opening events
- Assist with identifying artists and artist groups to exhibit at Art Est.
- Assist with daily operations, ensuring an optimum studio environment for students and tutors.

Applicants must be able to demonstrate they have:

- minimum 2 years' experience in a similar role
- excellent written English and verbal communications skills including the ability to write and edit and proof effective marketing copy
- proven ability to identify, research and monitor trends, and use insights to craft campaign messages and content
- Proven strategy and hands-on production skills across social media, EDM and website content
- demonstrated ability to develop and deliver creative digital marketing campaigns with emphasis on social media and proven ability to think outside the box
- proven track record in coordinating effective digital advertising and SEO / SEM campaigns, journey mapping and funnelling.
- proven analytical skills for campaign targeting, personalisation and optimisation
- demonstrated planning and project management skills
- proven track record in working independently and as a member of a small team
- advanced PC skills using Microsoft Office (word, excel), databases, email clients, basic Adobe creative suite or Canva skills and the ability to learn and embrace new program applications
- Experience creating EDMs and segmenting mailing lists using Mailchimp

Who we are looking for:

- a dynamic person who is highly motivated, pro-active and passionate about working in small business
- someone who has an appreciation of the visual arts, or wants to learn
- a solutions-oriented individual who can think creatively to overcome challenges and achieve goals.
- a person who is willing to bring their ideas and experience to contribute to the team and add value to Art Est.
- a marketer who is able work autonomously and well in a small team, has strong interpersonal and communication skills, and can relate to people at all levels.
- some who is flexible with a good work ethic and high values
- and someone who love dogs!

About working with us

- The successful candidate will be employed on a full-time basis with remuneration up to \$60,225 per year including employer's contribution to superannuation and receive 4 weeks annual leave and up to 10 days personal leave per annum.
- This is a permanent position reporting to the Director.
- Normal working hours are 9am-5pm weekdays, up to 37.5 hours per week including every second Saturday morning during term time.
- Must be available to work during the peak school holiday periods.
- Occasional evening or weekend work for exhibition opening nights or attendance at open days will also be negotiated within or in addition to the hours worked where time in lieu is offered.
- You will also become a valued member of the Art Est. team and be able to attend Art Est art courses or workshops as part of your ongoing professional and personal creative development.

How to Apply

The successful applicant must undertake a Police Check and Working with Children check prior to commencement. The appointment will be conditional on a six month probationary period, which may also be extended (at Art Est Art School's discretion) for an additional three months. For more details about Art Est. please visit our website at www.artest.com.au

Further details contact:

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