

# Role Description

## Marketing Assistant



Cluster	Premier and Cabinet
Agency	Museum of Applied Arts & Sciences
Division/Branch/Unit	Communications
Role number	TBC
Classification/Grade/Band	Clerk Grade 3/4
Senior executive work level standards	Not Applicable
ANZSCO Code	511112
PCAT Code	119192
Date of Approval	16 November 2021
Agency Website	maas.museum

### Agency overview

The Museum of Applied Arts and Sciences sits at the intersection of art, design, science and technology and plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Museum, Sydney Observatory, the Museums Discovery Centre and will expand to include Powerhouse Parramatta – the largest cultural infrastructure project currently being undertaken in Australia. The Museum is custodian to over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

### Primary purpose of the role

This newly created role will be integral in supporting the Head of Marketing and team in a high volume, deadline driven environment with competing priorities. Working across all aspects of Marketing for the Powerhouse, the Marketing Assistant will provide proactive, timely and compliance-based administration, procurement/contract management and general support to day to day operations. The principal purpose of the position is to provide administrative and general support to the Marketing team. The role ensures effective operation of this team.

### Key accountabilities

1. Provide support for the Director, Head and team members including organising meeting arrangements: booking venues, preparing agendas, taking, and distributing minutes and facilitate staff briefings when necessary, preparing and distributing correspondence, reports, and customer feedback.
2. Coordinate the Electronic Direct Mail (EDM) and oversee its distribution.
3. Provide support to the team for social media production and oversee its distribution.
4. Oversee the teams' procurement and contract administration processes to ensure compliance within procurement standards, policy and procedures, and contribute to achievement of cost savings. Undertake drafting procurement

briefs and accounts support including requisitioning of materials required by the department, obtaining quotes from various supply companies and keeping accurate and up-to-date records of purchases to ensure that invoices are correct and can be paid promptly, including records of the department’s budget position and daily finances.

5. Maintain various administrative and systems, such as accurately updating, maintaining and operating the CRM database; checking and recording departmental pay claims and Human Resources correspondence, organising payment of recurring accounts, maintaining the group email inboxes, and general and routine administrative duties for the department.
6. Provide administrative, project and event management support to the annual schedule of marketing events.
7. Support the team by assisting in various initiatives or projects and providing a range of tasks relating to their delivery.
8. Assist with the induction and training of staff and contractors, foster positive working relationships and a team spirit and foster and encourage an environment that encourages innovative approaches to the operation of the team.

## Key challenges

- Working closely and collaboratively with members of the team to ensure they are being serviced and supported effectively.
- Planning, and managing workflows to ensure deadlines and needs of the teams are met.
- Having a strong understanding of each team’s priorities to be able to manage multiple requests and identify priorities to deliver in a timely and effective way.

## Key relationships

Who	Why
<b>Internal</b>	
Director Communications	<ul style="list-style-type: none"> <li>• Receive overall direction and instruction and guidance from as well as providing updates on key projects, issues and priorities; keep informed</li> </ul>
Head of Marketing	<ul style="list-style-type: none"> <li>• Receive general direction, instruction, and guidance from as well as providing updates on work priorities, and issues; keep informed</li> </ul>
Members of Communications and Marketing team.	<ul style="list-style-type: none"> <li>• Assist with tasks as required</li> </ul>
<b>External</b>	
Contractors	<ul style="list-style-type: none"> <li>• Ensure all induction obligations are met and provide excellent customer service</li> </ul>
Museum partners	<ul style="list-style-type: none"> <li>• Maintain positive working relationships with external partners</li> </ul>

## Role dimensions

### Decision making

This role:

- Has some autonomy and is accountable for delivery of specific processes across the teams
- Refers to supervisor for decisions that require a change to approach; that are likely to escalate; cause undue risk; create substantial precedent; or are outside of delegation limits
- Plans, leads and organises their work to achieve agreed business objectives and performance criteria
- Works with members and monitors progress
- Submits reports, analysis, briefing and other forms of advice with support of their supervisor

## Reporting line

Head of Marketing

## Direct reports

nil

## Budget/Expenditure

This role does not have a financial delegation.

## Key knowledge and experience

- Demonstrated experience in the delivery of high level administrative and in a fast-paced high-volume work environment and timely decisions within tight timeframes.
- Strong oral and written communication skills
- Strong attention to detail and foundational project management skills
- Good interpersonal skills to effectively work with a wide range of stakeholders across the teams
- Demonstrated ability to develop and maintain administrative and correspondence systems and processes.
- Proven skills in using initiative, working independently and as part of a team.
- Proven ability to adapt to changing work demands and make sound judgments in pressure situations.

## Essential requirements

- A keen interest in marketing
- Experience working with a CRM system
- Experience working with creative studio and management of creative briefs.

## Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

## Focus capabilities

*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> <li>Adapt existing skills to new situations.</li> <li>Show commitment to achieving work goals.</li> <li>Show awareness of own strengths and areas for growth and develop and apply new skills.</li> <li>Seek feedback from colleagues and stakeholders.</li> <li>Stay motivated when tasks become difficult</li> </ul>	Intermediate
 Relationships	<b>Work Collaboratively</b> Collaborate with others and value their contribution	<ul style="list-style-type: none"> <li>Encourage a culture that recognises the value of collaboration.</li> <li>Build cooperation and overcome barriers to information sharing and communication across teams and units.</li> <li>Share lessons learned across teams and units.</li> <li>Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work.</li> <li>Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services</li> </ul>	Adept
 Results	<b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> <li>Seek and apply specialist advice when required.</li> <li>Complete work tasks within set budgets, time-frames and standards.</li> <li>Take the initiative to progress and deliver own work and that of the team or unit.</li> <li>Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals.</li> <li>Identify any barriers to achieving results and resolve these where possible.</li> <li>Proactively change or adjust plans when needed</li> </ul>	Intermediate
	<b>Plan and Prioritise</b> Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> <li>Understand the team and unit objectives and align operational activities accordingly.</li> <li>Initiate and develop team goals and plans and use feedback to inform future planning.</li> <li>Respond proactively to changing circumstances and adjust plans and schedules when necessary.</li> <li>Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals.</li> <li>Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>	Intermediate
 Business Enablers	<b>Procurement and Contract Management</b> Understand and apply procurement processes to ensure effective	<ul style="list-style-type: none"> <li>Apply legal, policy and organisational guidelines and procedures relating to procurement and contract management.</li> <li>Develop well-written, well-structured procurement documentation that clearly sets out the business requirements.</li> </ul>	Adept

purchasing and contract performance

- Monitor procurement and contract management processes to ensure they are open, transparent and competitive.
- Be aware of procurement and contract management risks, and actions to manage or mitigate risk in monitoring contract performance.
- Evaluate tenders and select providers in an objective and rigorous way, in line with established guidelines and principles.
- Escalate procurement and contract management issues, where required

## Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as ‘not essential’ for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational