



**COPYRIGHT SOCIETY
OF AUSTRALIA**

POSITION DESCRIPTION

Position: Marketing & Event Coordinator

Contract: Part-Time (1 day/week)

Reports to: President, Copyright Society of Australia

POSITION OVERVIEW

The Copyright Society of Australia is looking for a motivated and enthusiastic Marketing & Event Coordinator who will work closely with the Executive and Management Committee of the Society to build the profile of the Society and manage its activities including membership, calendar of events and 2022 Law & Copyright Symposium.

ABOUT THE COPYRIGHT SOCIETY OF AUSTRALIA

The CSA is a not-for-profit association of copyright professionals dedicated to the study of copyright law and related matters. The Society hosts up to six events each year and a biennial Copyright Law and Policy Symposium. It also publishes the Copyright Reporter journal.

KEY TASKS & RESPONSIBILITIES

Event marketing

- Drafting event promotional materials including securing biographical copy and images of speakers
- Building contacts database for promotion of events
- Managing the CSA's social media accounts and drafting social media strategy for event promotion
- Compiling and maintaining content for CSA website
- Updating events listings and ticketing portal on CSA website
- Assisting with ongoing development and website improvement

2022 Copyright Law & Practice Symposium

- Liaise between the CSA Management Committee and conference and dinner venue
- Be the prime point of contact for speakers

- Assist the CSA Management Committee with planning meetings
- Manage the marketing and promotion of the event
- Oversee the ticketing of the conference and dinner
- Manage interns or support staff

Social Media

- Managing the CSA's social media accounts and drafting social media strategy for event promotion
- Producing supplementary content for use on social media
- Developing new ways to engage with followers to help build the CSA's social presence and internal customer database
- Building relationships with other organisations and co-ordination of cross-promotional content

CRM

- Developing the CSA database, collating participant lists.
- Growing the email database.

Ticketing

- Managing the e-commerce website portal and ticketing notification for customers.

Membership

- Developing strategies for growing CSA membership.
- Managing new member applications and member renewals.

Governance

- Assisting the CSA Executive with notices and records of Management Committee meetings.
- Assisting the CSA Executive with preparation, promotion and proceedings of membership events including the Annual General Meeting.

Finance

- Preparation and management of monthly accounts and liaison with bookkeeper.

SELECTION CRITERIA

Essential

- Excellent communication (written and verbal) and relationship management skills
- Experience in and good understanding of social media
- Strong organisational skills, attention to detail and project management skills
- High level of proficiency with Microsoft Office and computer savvy
- An ability to work autonomously, and as a member of a team to deliver competing priorities
- Self-motivated and focussed when working flexible office environments
- Ability to analyse commercial information and provide meaningful research reports

- Strong interpersonal skills, personal ethics and a commitment to excellence aligned with the mission and values of the organisation.
- Understanding of Xero or other accounting software.

Desirable

- Tertiary qualifications in a relevant discipline
- Experience working with CRM databases
- Experience using email service such as Mailchimp
- Familiarity with website CMS systems
- Experience using Creative Suite programs including inDesign, Photoshop or Illustrator

GENERAL INFORMATION**Probationary Period**

Three months from commencement

Hours of Work

Office hours nominally 9:00am to 5:00pm but may be required to be available to work at after hours events. Flexible working arrangements are supported.

Salary

To be negotiated with the preferred candidate.

APPLICATION PROCESS

If you feel that you have the right attitude and experience and would like to work with a team of leading copyright professionals, please address the selection criteria outlined in the position description in a covering letter or statement (max 2 A4 pages) and submit together with your CV with current references in an email to Amy Broomfield (Secretary) info@copyright.asn.au.

Closing Date: Friday 11 February 2022

All applications received will be acknowledged by email. Interviews will be held with selected candidates. Unsuccessful candidates will be notified via email on completion of the recruitment process.