



Job Title: Marketing and Business Assistant
Reporting to: Head of Business

WHY does your role matter?

We believe young people are the key to a progressive and creative future. SYO exists to champion orchestral music and provide a pathway for young people to experience, learn and develop their musical skills. Through this, it is our aim to enrich the lives of thousands of young people, so that we create a more creative, interesting, and bright culture within Australia and the world.

The role of Marketing and Business Assistant is key to supporting SYO's Business Team build our capacity to engage with our musicians, parents, alumni, donors, and audiences to SYO, and is essential to our ability to realise our vision.

Through your keen attention to detail, effective communication skills, the desire to work in a team, the enthusiasm to jump in and solve problems, SYO can better connect and engage with our stakeholders throughout NSW, Australia (and internationally). Your work helps us build the reach of our programs, grow our customer segments, and form meaningful relationships to ensure the sustainable growth of SYO.

SYO will help you to kick start your arts administration career by building qualifications by supporting you to achieve a Certificate 4 in Arts Administration and through professional experience to build an understanding of data, marketing, business, and digital platforms.

OUR VALUES

Drive innovation and embrace the new

You're always looking for ways to improve the way that we communicate and engage with partners, members, parents, volunteers, and colleagues; for example, looking for ways to reach wider audiences and engage effectively with communities in meaningful ways.

Excellence is our attitude, not just an outcome

In the same way that an excellent symphony is the result of thousands of individual notes played with excellence (often as a result of hours of practice), so is your role and the programs you deliver the result of thousands of daily interactions and decisions. You pay attention to doing each of these to the best of your ability.

We are an ensemble, not soloists

An orchestra is at its best when each musician knows their role and plays their part together. In the same way, we each have a role to play at SYO. You play your part and always look for opportunities to help others in the team.

Celebrate all contributions made to SYO

You look for opportunities to recognise and reward your team, your colleagues, volunteers, and yourself.

KEY PRIORITIES

Support the business team with their day-to-day operations. This will include tasks focused on keeping the SYO Websites, direct email communications (Pardot), and social media platforms up to date; being the hands-on support for events, concerts and other SYO fundraising projects; and being first point of contact for our stakeholders.

Specifically:

- **Be an organised juggler:** able to juggle many competing tasks, you will be able to work to our Project plans, supporting the team to achieve deadlines.
- **Be a storyteller:** we want to engage our community with the fantastic stories of our musicians, alumni, fabulous music, and impact of our programs. You will support the team to share our SYO story.
- **Be a relationship builder:** technically adept, you will work with the team to look for ways to use and build on the dynamic relationships SYO has with their stakeholders, whether that be through our website, an email, Facebook, Tweet, or Instagram post.
- **Be a friendly face:** You will meet many stakeholders at events, over the phone, responding as to Facebook posts. As the first face and voice of SYO you will embody SYO values to make every contact point with SYO memorable.
- **Be a team player:** We are a small team so we rely on each other to achieve big things. This role will see you jumping from task to task. No two days will be the same, but you will embrace the challenges and have lots of fun along the way.
- **Swim in the deep end:** We are a small team and you will be thrown in the deep end early and often. The deep end is where you grow. It's where you prove to yourself that you've got what it takes. We want you to embrace a [Growth Mindset](#), look for opportunities to shine, back yourself and... put your hand up if you're drowning.
- **You:** You take control of your career development. You communicate with your manager to make plans for desired training and development opportunities. You do what you need to, to make sure you do an excellent job but speak up early when you need help or feel like your life is becoming unbalanced (mentally, emotionally, physically, or socially).
- **'Tasks as required:'** The above is not everything that you'll be required to do; we expect that you will seek out ways to step outside of these things to further your career, improve our ways of working, and make SYO a better place to work.

WHAT ABOUT PROGRESSION?

The nature of the job can mean that, from year-to-year, you will be repeating many of the same tasks. That being said, we look at the lifecycle of each role in three stages:

1. **Deliver** – in this phase, you are focused on learning each element of the role, understanding how it all comes together and ensuring that key tasks are delivered to the best of your ability.
2. **Master** – in this phase, you're comfortable with delivering the requirements of your role; you're now looking for ways to become more efficient or improve the quality of your deliverables.
3. **Value-Add** – in this phase, you're very comfortable with your role and have the bandwidth and desire to take on other projects in SYO. This could be projects outside the scope of your role within your own team, or projects to improve SYO more broadly.

We will work together to ensure that your role remains engaging and challenging, identifying areas for you take on greater ownership or responsibility.

HOW IS THIS MANAGED?

Your career will be proactively managed through a program of goal setting, real-time feedback, quarterly check-ins, and annual reviews.

Your manager has been given the skills to help manage your career, though ultimately, you should take responsibility for this process. Make sure that meetings are booked in. Make sure that reviews happen. If you want feedback, ask for it. If you've got goals or development plans, make sure your manager knows about it.

While we absolutely want the best for you and will do what we can to help you, no one can manage your career better than you.

THE SELECTION CRITERIA:

To be successful in this role you will have:

- An interest in Orchestral Music.
- A desire to work 'hands on' with systems and information.
- An ability and interest to work on Concerts, Events and Projects.
- A proven track record of showing a sustained commitment (work/music/sport/school etc).
- A desire to work in a small team.
- Excellent verbal, written, presentation and interpersonal communication skills.
- Exceptional organisational skills.
- A friendly and positive personality.

MUST:

Have or be willing to obtain a Working with Children Check.

Be willing to undertake a **Certificate 4 in Arts Administration** through TAFE NSW (must not hold the same or similar qualification).

Be up to date with COVID-19 Vaccinations.