



Marketing Officer Assistant Job Information Pack

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About Move Through Life Dance Studio

Move Through Life Dance Studio is seeking a part-time Marketing Officer to support our marketing strategy. The job description includes a range of tasks and you are encouraged to apply if you have any of the desirable skills. It is not necessary to have experience in all areas, as the nature of the role will in part be determined by the skillset and strengths of the successful candidate.

Overview

Move Through Life Dance Studio is based in Adelaide, South Australia, and offers classes to adults of all ages in four locations in the south and west of Adelaide.

The dance classes we offer include ballet, contemporary, jazz, and tap at beginner, intermediate and advanced levels, as well as a stream for mature adults (aged 50+). The focus of all classes is to give adults a chance to dance for fun, fitness, creativity, wellbeing, and social connection.

We believe that dance is an activity all adults should be able to enjoy throughout their lives, regardless of their age, level of fitness, body shape or size, or previous dance experience.

Vision

To inspire and enable adults to dance so they are physically, mentally, creatively, and socially active throughout their lives

Mission

To be the leading provider of dance classes for adults in South Australia.

Values

Health and wellbeing
Making a difference
Friendship and connection
Community and Belonging
Joy and happiness

People/Team / Org Chart

Current team includes:

- Studio owner
- Client Relationship Officer
- Dance teachers (three teachers, including the studio owner)

Locations

Classes are offered in four locations in south and west of Adelaide

- Clarence Park (three classes/week held on one night)
- Glengowrie (eight classes/week held on three days)
- Henley Beach (two classes/week held on one night)
- Seacliff (four classes/week held on three days)

Classes are held in halls that are hired on an hourly basis.

Marketing Officer Job Description

Role

To carry out the day-to-day tasks associated with marketing the studio.

Relationships

Report to the Studio Owner

Liaise with Client Relationship Officer and teachers.

Remuneration and employment arrangements

The role is offered as a 'contract for service'. In other words, instead of being an employee of Move Through Life Dance Studio (MTL), MTL will be a client of yours.

With the exception of a team meeting on Tuesday mornings in Marino, South Australia, you can choose when and where you do the work, as long as you meet the Key Performance Indicators (KPIs) (see below). You will have your own ABN and will invoice MTL on a regular basis (weekly, fortnightly or monthly). You will also have your own office and equipment (such as laptop and phone).

The annual fee paid is \$7,800 in the first instance, and it is hoped this will increase as your work results in increased revenue. It is anticipated that this will require about five hours per week initially. After three months the contract will be reviewed to determine if the remuneration and time required to fulfil the KPIs requires any adjustment.

In addition to the financial remuneration, you will receive a complimentary Platinum membership to Move Through Life, which entitles you to unlimited dance classes.

Primary position objectives

To increase awareness of the Move Through Life brand, generate new leads, help retain existing clients, and re-engage lapsed clients.

Position responsibilities

The position responsibilities may vary depending on the skills and strengths of the marketing officer.

- Contribute to development of marketing campaigns and digital sales funnels
- Maintain social media accounts (Facebook page and closed members' group, Instagram and Youtube), including developing visual assets, copywriting, scheduling posts, and responding to comment and messages received on social media
- Setup digital advertising campaigns
- Basic video editing
- Track and analyse statistics/insights on social media and Google Analytics
- Administer mailing list (Mailchimp)
- Compile monthly e-newsletters for members and subscribers
- Maintain website (Wordpres)
- Contribute to creation of print materials, including design, printing, and ordering
- Support Move Through Life events

- Ensure all marketing materials adhere to the Move Through Life brand, and provide feedback on how the organisation is delivering on its brand promise
- Liaise with team members to ensure continuity and consistency in communications
- Contribute to the improvement and development of processes and procedures related to marketing

Position competencies

Essential

- Social media savvy
- Proven ability to quickly develop a comprehensive understanding of the products, services, people, and systems of a small business
- Strong written skills, including flawless spelling and grammar, as well as writing style that is friendly and personable
- Excellent computer skills and ability to learn to use new digital tools
- Ability to work autonomously
- Reliability and consistency
- Proven ability to meet deadlines and deliverables
- Commitment to the vision, mission and values of Move Through Life.

Desirable

- Graphic design and copywriting skills
- Photo and video editing skills
- Understanding of digital and traditional forms of marketing
- Experience with online tools such as WordPress, Mailchimp, Survey Monkey, Google Analytics, Dropbox, and Gmail
- Understanding of principles of search engine optimisation
- Ability to track and analyse data
- Experience working in a remote team, including using online tools such as Google Drive and Gmail.

Key objectives over the next 3 months

- Prepare key reports on at least a monthly basis
- Contribute to the development of quarterly marketing plan
- Ensure consistent social media activity and responsiveness
- Develop positive working relationships with clients and other MTL contractors
- Contribute to a welcoming environment and amazing experience for clients
- Contribute to the development of a reputation for excellent service for Move Through Life Dance Studio

Key performance indicators

- Increase website traffic, followers and engagement on social media, mailing list subscribers, enquiries, and number of new clients and members
- Tasks completed according to agreed schedules
- Reports delivered in timely manner
- 100% response rate on social media with a maximum 8 hour response time