



## Position Description

# Marketing and Customer Service Officer – 0.8 FTE (Fixed term contract for 12 months)

### ***Position Summary***

The Marketing and Customer Service Officer will form part of a small, collaborative team contributing to the smooth delivery of AMEB Victoria's music exam services across the state.

The Marketing and Customer Service Officer offers key support to the Client Relations Manager by implementing digital marketing activities, maintaining website and social media content, supporting our annual calendar of events and being an additional contact for people making inquiries via telephone, email and in person. The primary responsibility is to provide accurate information and guidance to existing and prospective clients in a focussed and engaging manner, and to support the exam administration team.

The position also contributes to the efficient processing of exam enrolments and associated administrative tasks during peak exam periods, and delivers high-quality customer service to clients, the general public and internal stakeholders.

## **1. Selection Criteria**

### **1.1 ESSENTIAL**

- ▶ Experience in a marketing or communications role, particularly with a focus on web, digital communications and social media.
- ▶ Music performance and theory qualifications to the level required to facilitate effective communication with teachers, schools, exam candidates and their parents
- ▶ A good understanding of the vocabulary used by music teachers and students
- ▶ Excellent interpersonal skills; the ability to quickly establish a rapport with music teachers, parents and students of various backgrounds and levels
- ▶ Strong verbal and written communication skills
- ▶ Ability to absorb and retain information quickly and respond accurately and efficiently to enquiries
- ▶ Proficiency with software packages for marketing, graphic design, customer databases and standard office applications.
- ▶ Current Working with Children Check, or the ability to obtain one.

### **1.2 DESIRABLE**

- ▶ Personal experience of AMEB examinations
- ▶ Experience in customer service, particularly the requirement to give prompt responses to queries and requests for support

- ▶ A strong affinity for the work of the AMEB and a commitment to its mission of promoting engagement with music and the advancement of skills and capabilities in music
- ▶ A diploma or degree in marketing, music education or music performance would be highly regarded

## **2. *Key Responsibilities***

### **2.1 MARKETING**

- ▶ Design and upload approved content across social media channels and the EDM platform
- ▶ Monitor comments and respond or action accordingly
- ▶ Develop and schedule digital advertising
- ▶ Implement website updates and news posts
- ▶ Support the organisation and delivery of marketing and promotional events
- ▶ Support the organisation of examiners' seminars, teachers' workshops and Conferring of Diplomas ceremonies
- ▶ Contribute to the development of the annual calendar of marketing activity

### **2.2 CUSTOMER SERVICE**

- ▶ Respond to enquiries from clients, the general public and internal customers in a courteous, professional, knowledgeable manner
- ▶ Occasional supervision of exams at the AMEB Hawthorn studios
- ▶ Other duties, as required

### **2.3 EXAM ADMINISTRATION**

- ▶ Support the exam administrators by assisting with processing enrolments, reviewing video exam submissions, administering exam results and printing exam certificates, as required

## **3. *Key Performance Indicators***

### **3.1 MARKETING**

- ▶ Engagement metrics for web, EDM and social media engagement
- ▶ Timely, accurate delivery of agreed communications
- ▶ Successful delivery of marketing and promotional events
- ▶ Positive feedback regarding the quality of service provided

### **3.2 CUSTOMER SERVICE / EXAM ADMINISTRATION**

- ▶ Able to demonstrate a comprehensive understanding of AMEB policies, procedures and general exam requirements
- ▶ Able to quickly locate relevant syllabus details and provide accurate information and guidance

- ▶ Responsive and efficient in dealing with enquiries and delivering the requested support

## **4. *Job Complexity, Skills, Knowledge***

### **4.1 LEVEL OF SUPERVISION / INDEPENDENCE**

Reports to the Client Services Manager, but will also be supervised by the Senior Administrator – Examinations from time to time. Works co-operatively with the entire administration team.

### **4.2 PROBLEM SOLVING AND JUDGEMENT**

Able to prioritise tasks during busy periods and deliver quality service levels within appropriate timeframes in order to meet customer expectations.

### **4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

A comprehensive understanding of AMEB policies, administrative procedures, general exam requirements and publications will be required. Training in all AMEB processes and systems will be provided.

## **5. *Other Information***

### **5.1 ORGANISATION UNIT**

AMEB Victoria: <http://www.ameb.unimelb.edu.au>

AMEB Victoria is one of seven business units that collectively form the national AMEB structure, which comprises a Federal Office and six State Offices.

The Australian Music Examinations Board grew out of an exam program established by the Universities of Melbourne and Adelaide in 1887. AMEB Limited (the Federal Office) is principally responsible for the development of syllabuses and publications and establishing examining protocols and standards. In addition, AMEB Limited administers online music theory exams for the country. AMEB Victoria is a not-for-profit registered charity and is a controlled entity of the University of Melbourne. It is responsible for the conduct of exams across the state.

AMEB Victoria typically provides over 25,000 exams annually and is responsible for selecting, engaging, training and paying Victorian examiners; setting exam fees and arranging exams.

The Company's primary source of income is exam fees, which are generally set on a cost recovery basis. AMEB Victoria aims to provide services of the highest standard, whilst maintaining affordability, availability and ease of access.

### **5.2 STRATEGIC OBJECTIVES**

The Company has the principal object of promoting music, music education and the appreciation of music and achieves its object by organising, supervising and conducting music exams and other forms of assessment.

### **5.3 EQUITY AND DIVERSITY**

AMEB Victoria is committed to equal opportunity in employment and welfare of permanent and casual staff. Staff members are selected and promoted on merit.