



DIGITAL MARKETING ASSISTANT

Position Description

POSITION TITLE: Digital Marketing Assistant

DEPARTMENT: Marketing

TERM: Fixed Term Contract
14 September 2026 to 12 March 2027

REPORTS TO: Digital & Communications Lead

DIRECT REPORTS: Nil

APPLICATIONS CLOSE: Monday 13 July 2026, 11:59 PM AWST

ABOUT ARTRAGE

ARTRAGE is a not-for-profit charity and one of the oldest arts organisations in Western Australia. For over thirty years, ARTRAGE has developed and presented numerous key cultural events and festivals including most recently Rooftop Movies (est. 2012), RE//PERTH Winter Arts Festival (est. 2024) and FRINGE WORLD Festival (est. 2011). [Click here](#) to learn more about the impact and work of ARTRAGE.

OUR PURPOSE - to bring artists and audiences together to share in extraordinary experiences

OUR VISION - the arts are embraced as an integral cultural driver

OUR MISSION - to create spaces where creativity thrives and where artists and audiences connect

ROLE OVERVIEW

The Digital Marketing Assistant supports the delivery of ARTRAGE's digital marketing, communications and audience engagement activities across key programs including FRINGE WORLD Festival, Rooftop Movies, and ARTRAGE activations. Reporting to the Digital & Communications Lead, the role provides support across digital marketing channels and systems, including CRM and database management, marketing technology platforms, campaign reporting and audience data administration.

The role assists with the implementation of audience growth initiatives and contributes to the delivery of effective, data-informed marketing campaigns.

The Digital Marketing Assistant works collaboratively across departments to ensure marketing activity is delivered accurately, efficiently and on schedule, while maintaining ARTRAGE's brand standards and audience experience.

ROLE DUTIES

Audience Engagement & Campaign Support

- Support the delivery of audience engagement and growth initiatives across ARTRAGE digital channels.
- Assist with the implementation of marketing emails, audience journeys and lifecycle communications across Mailchimp and other digital platforms.
- Support campaign setup, delivery and optimisation through audience segmentation and campaign administration.
- Assist the Digital & Communications Lead with monitoring campaign performance and compiling reports and insights.
- Maintain awareness of audience trends, customer feedback and digital marketing best practice.

Communications & Marketing Administration



- Support the Digital & Communications Lead in delivering communications plans and timelines.
- Assist in maintaining marketing schedules, campaign workflows and project timelines within Asana and other project management systems.
- Support the preparation of campaign reports, presentations and internal updates.
- Assist with documenting marketing processes, procedures and training materials.

Rooftop Movies Campaign Support

- Coordinate, plan and schedule Rooftop Movies social media content.
- Assist with Rooftop Movies website updates, content uploads and quality assurance checks.
- Support the creation and delivery of Rooftop Movies EDMs, including copywriting, audience segmentation, testing and deployment.
- Support the preparation of marketing materials and promotional content for Rooftop Movies, collaborating with the Content & Media lead where required.
- Support the Digital & Communications Lead in the delivery of other Rooftop Movies marketing campaigns, including paid advertising.
- Monitor Rooftop Movies campaign performance and provide reporting and administrative support to the Digital & Communications Lead.

FRINGE WORLD Festival Marketing Support

- Support the delivery of the FRINGE WORLD Friends Program communications.
- Coordinate and deliver Friends EDMs, ensuring content is accurate, engaging and delivered according to schedule and strategy.
- Administrate and moderate the FRINGE WORLD Friends Facebook Group. Monitor group activity and escalate customer service or community issues where required.
- Create, schedule and publish Fringefeed news content and review content across relevant channels.
- Assist with the delivery of FRINGE WORLD Main Audience EDM campaigns and communications activity.
- Support the administration and content coordination of the Fringefeed Reviews platform.
- Support audience engagement initiatives and campaign activity during the Festival period, including monitoring and reporting.

Digital Content & Website Support

- Support content creation and publishing for FRINGE WORLD and Rooftop Movies websites and digital products.
- Monitor the website for content improvements
- Support the Digital & Communications Lead and other relevant departments with website enhancement projects and user experience improvements.
- Assist with the maintenance of other ARTRAGE digital platforms as required.

Marketing Data & Systems Support

- Clean, organise and maintain customer data to support campaign effectiveness and compliance requirements.

- Maintain accurate audience and marketing databases across Mailchimp and other marketing technology platforms.
- Assist with audience segmentation, tagging and list management.
- Conduct regular database audits to identify duplicate, incomplete or inaccurate records.
- Assist with maintaining marketing automation workflows and audience journeys.
- Support reporting processes by preparing audience, campaign and engagement data.
- Work closely with the Systems team and Digital & Communications Lead to ensure data integrity across internal systems.

Accessibility & Inclusion

- Support accessible and inclusive communication practices across all digital channels.
- Assist with ensuring digital content meets accessibility requirements and reflects diverse audiences.
- Support delivery of ARTRAGE's Access & Inclusion and Sustainability commitments.

Other Duties

- Undertake any other duties assigned by the ARTRAGE Executive Leadership Team, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role.

SKILLS & EXPERIENCE REQUIRED

Essential

- Strong computer literacy and confidence learning new digital platforms and systems.
- An interest in digital marketing principles, customer journeys and audience engagement strategies.
- Excellent written communication and copywriting skills with the ability to proofread and quality-check content.
- Enjoy working with data, systems, websites, databases and audience insights.
- Confidence working with spreadsheets and databases, including the ability to clean, organise and analyse information.
- Ability to interpret information and identify trends, patterns and opportunities from data.
- Strong administrative and coordination skills, with the ability to manage multiple tasks and deadlines simultaneously.
- Strong organisational skills with excellent attention to detail and accuracy.
- Ability to work collaboratively within a team and build positive working relationships across departments.

Desirable

- Previous hands-on experience in a marketing, digital, communications, administration or data-based role.
- Experience working with email marketing platforms and customer databases, such as Mailchimp.
- Experience working with website content management systems (CMS).
- Proven copywriting experience in a professional setting.
- Experience with social media marketing.
- Experience using project management software such as Asana, Monday.com or similar platforms.
- Experience working within the arts, events, festivals, entertainment or not-for-profit sectors.

BENEFITS

- A rare opportunity to work on some of WA's most iconic and creative public events, contributing to the vibrancy of the Arts in the State.
- * ARTRAGE social events, Pass Holder benefits to events and hospitality offerings.
- * Flexible Work Culture including; Work from Home (one day per week), flexible start and finish hours between 8am - 6pm.
- Access to our Employee Assistance Program and Wellbeing Programs (EAP).

**subject to policies.*

ACCESS

At ARTRAGE we support and celebrate diversity. ARTRAGE is proud to be an equal opportunity employer and reviews all job applications free of any bias and provides an inclusive work environment regardless of a person's sex, gender history, sexual orientation, age, race, religious or political beliefs, marital, pregnancy or family status.

LOCATION

This role will operate from the ARTRAGE HQ Office. This is also an active on-site role and will also be based across all relevant ARTRAGE event sites when required. Ensure availability for regular evening and weekend work during all activations or events.

APPLICATION PROCESS

Please read the material carefully and email your application prior to the closing date with the following inclusions:

- A cover letter (max 2 pages) that addresses the Skills and Experience required for the role
- Confirmation that you have read and can accept the contract start date as listed; and
- A current resume with contact details of two professional referees.

Applications are to be emailed to the following contact referencing the stated subject below:

TO:	Ava Doherty, Digital & Communications Lead ava.doherty@artrage.com.au
SUBJECT:	Application: Digital Marketing Assistant

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Applications received after the closing date will not be accepted. Applications can only be sent via email as a PDF (preferred) or Word doc with files not exceeding 2MB. Please do not attach ZIP or password protected files.

If you are unable to submit an application online or if you have any questions or queries regarding the application process or position, please email us at hello@artrage.com.au or call us on (08) 9227 6288.

ARTRAGE supports and celebrate diversity. ARTRAGE is proud to be an equal opportunity employer. Persons of all backgrounds and beliefs are encouraged to apply.

By submitting an application for this position, you acknowledge and accept our Privacy Policy, which is available to view on our website.