

Marketing officer

Mongolia

This assignment has been negotiated in good faith with the Partner Organisation, and the information contained was correct at the time of acceptance of the request. However, while we take responsibility for matters under our direct control, all assignments and arrangements are subject to change. This assignment may be amended or withdrawn to reflect changes in circumstances.

ASSIGNMENT DETAILS			
Assignment title	Marketing officer		
Partner Organisation	Arts Council of Mongolia		
Location	Ulaanbaatar, Mongolia		
Website of Partner Organisation	www.artscouncil.mn		
Duration of assignment	12 weeks	Start date	3/05/2021
Type of assignment	Remote	Australian Organisation	N/A
Time commitment	Part-time (less than 25 hours per week)		
	(Remote volunteers only)		

PARTNER ORGANISATION OVERVIEW

In 2002, business, civic, and arts leaders of Mongolia formed the Arts Council of Mongolia (ACM), a non- governmental organization with the mission to promote the sustainable development of Mongolian arts and culture as well as the preservation of various cultural heritages. ACM is one of the first NGOs of its kind in the country. Its activities include supporting Mongolian art institutions and individual artists through programs for promoting international exchanges, raising public interest and awareness about Mongolian arts and culture, building the capacity of artists and administrators at the Mongolian art institutions, and initiating art education and cultural heritage programs through advocating a close collaboration between private and public sectors.

ACM run its activities through four major programs: 1) The Arts Program is designed to support the arts and culture community by building their capacity and nurturing artistic excellence and to foster international cooperation through the promotion of Mongolian arts and culture abroad and the bringing of international artistic excellence to Mongolian audiences. It serves as a networking platform to exchange ideas in the fields of visual arts, film, dance, and music with many countries around world, benefiting more than five hundred artists and arts managers each year. The program has successfully organized annual international level festivals, touring concerts, workshops, residency programs in the visual arts, contemporary music and dance performances, and art-house films.

2) The Community Arts Education Program focuses on empowering and educating disadvantaged people, underserved community, and children and youth through the arts as a media conduit. ACM has continuously promoted the idea that the energy and imagination stemming from the creative process not only enrich personal lives, but also build a stronger community through the development of children and youth. The program focuses on implementing informal art education projects that aim to provide life skills to and foster creativity in young people through dance, drama, and visual art.

3) The Cultural Heritage Program focuses on promoting cultural heritage to the general public, improving the preservation of

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ASSIGNMENT DETAILS

Assignment overview

Arts Council of Mongolia staff have appropriate skills in development, facilitation and organisational experience with both international and local projects and events in Mongolia. However, we're lack of communications and marketing expertise in promoting our organisational activities nationally and internationally. In order to increase organizational visibility and provide information access to the arts community and public, ACM has developed three websites (www.artscouncil.mn; www.redger.org; www.ubiff.mn), but we do still face some challenges of creating relevant, creative, compelleing messages and contents to the national and international audiences. The volunteer will support local staff in content development of various planned activities between April and July, namely: i) International contemporary dance festival; ii) Red Ger creative space and iii) Ulaanbaatar International Media Arts Festival etc with consideration of delivering the messages and contents both from the organisational perspective and the targeted international audience's perspective. The volunteer's expertise in communications and marketing not only supports to promote ACM's organisational profile abroad but also supports Mongolian artists to be recognised internationallly.

Assignment objectives

Support ACM to develop creative, relevant and compelling messages, contents and marketing materials to enhance the organisation's profile both nationally and internationally

To include all people directly affected by the volunteer assignment in the Partner Organisation and community, using strategies that promote: gender equality; inclusion of youth; inclusion of people with a disability; child protection and safeguarding; inclusion of marginalised groups.

Duties and responsibilities of the volunteer

Review existing contents of ACM websites, social media posts and provide recommendations for improvement.

Support local staff to improve promotional and marketing materials, develop creative and compelling messages and contents with consideration of both from the organisational perspective and the targeted international audience's perspective.

Help local staff to make regular and timely updates of ACM's written documents including social media posts, news releases, monthly newsletters and web contents.

Support local staff to plan international collaborations with Art Festivals through enhanced branding and promotional activities.

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Selection criteria

Degree in Marketing, Communications and other relevant field

At least 3 years of working experience in the field of marketing, branding or communications

Experience in working as a coordinator or festival promotion and marketing officer

Experience in being involved with art promotion or experience working in an organisation with a focus on artist development and international marketing
Good communication and interpersonal skills and ability to work cross culturally with patience using remote technology

Desirable skills, language and experience

Familiarity with web design and publishing
Experience working remotely and in isolation with minimum supervision

Line Manager	Ms.Oyunsuren Bayarsaikhan, Development Program Coordinator
Staff Supervision	No
Working relationships	NA
Hours and days of work	From 10 am to 6 pm, Monday to Friday.
Leave	NA
Professional indemnity insurance	<i>No - This assignment is not deemed to require professional indemnity insurance</i>
(Required for all volunteers who are acting as a medical, allied health or legal professional whilst on assignment.)	The volunteer should consult the partner organisation about the need for professional indemnity insurance for the role prior to departure. Where required and/or considered essential to hold this insurance, please discuss this with the Volunteer Services Manager in Melbourne prior to departure.

LIVING AS A VOLUNTEER

The Australian Volunteers Program supports volunteers from preparing to go on assignment through to returning home. For a full breakdown of support provided, please <https://www.australianvolunteers.com/volunteering/lifestyle-and-support/>

Living allowance	The allowance levels are based on the cost of living in the host country location and are listed in \$AUD. Allowances will be reviewed periodically and may increase or decrease.
Accommodation allowance	NA
Language support	Language support is provided during the in-country orientation period. Most often, additional resources for further development later in the assignment will be available if required.
Country profile	Learn more about the host country location by reading the country profile. We encourage candidates to research the specific location of this assignment as it will be discussed and https://www.australianvolunteers.com/countries/mongolia

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HOW TO APPLY

All applications must be submitted online through the Australian Volunteers Program website. If you have not already done so, you will need to register on our website prior to applying. For more information about how to apply, please visit:

<https://www.australianvolunteers.com/volunteering/how-it-works>

We actively support and encourage people of all backgrounds and abilities to volunteer internationally, and aim to make the program as accessible and inclusive as possible. The program has a dedicated Indigenous Programs Coordinator to support Aboriginal and/or Torres Strait Islander volunteers, who can be contacted at indigenouspathways@australianvolunteers.com.

Access and inclusion plans are available for volunteers with disabilities, to ensure their assignments and living and working arrangements are made more accessible.

Personal circumstances

Due to security, cultural, legal or visa restrictions associated with this location, we ask that applicants disclose:

- If they want their same-sex partner to accompany them on assignment.
- If they want their partner, to whom they are not legally married, to accompany them on assignment.
- If they want their child(ren) to accompany them on assignment.
- If they have a criminal conviction where a criminal conviction may be relevant to the inherent requirements of the assignment.

(Delete any that do not apply)