



Central Australian Show Society

Blatherskite Park | Len Kittle Drive, Ilparpa NT 0873

PO Box 2413, Alice Springs NT 0871

P| 08 8952 1651 **E**| show@alicespringsshow.com.au

www.alicespringsshow.com.au

Administration & Marketing Officer

Employer: Central Australian Show Society (Alice Springs Show)

Location: Alice Springs, NT

Position Type: Part-time

Reports To: Event Manager

Position Overview:

The Administration & Marketing Officer plays a critical role in supporting the Alice Springs Show by providing administrative assistance and managing marketing initiatives. Reporting directly to the Event Manager, this role will help facilitate the logistical aspects of the event while driving promotional efforts to increase attendance and community engagement. This position is key in ensuring the smooth running of the event and the effective communication of the Show's offerings to the Central Australian community and beyond.

Key Responsibilities:

Administrative Support:

- Assist the Event Manager in coordinating day-to-day operations related to the Alice Springs Show.
- Manage and prioritize communications such as emails, phone calls, and event-related correspondence.
- Prepare and maintain accurate records of meetings, event planning documents, vendor agreements, and contracts.
- Organise and support logistics for planning meetings, stakeholder coordination, and event setup.
- Ensure smooth event registration processes for exhibitors, sponsors, and volunteers.

Marketing and Promotion:

- Implement marketing strategies developed in collaboration with the Event Manager to promote the Alice Springs Show.
- Manage the Show's social media accounts, developing engaging content and campaigns to increase event awareness.
- Oversee website updates, ensuring all information is current and accessible for potential attendees and exhibitors.
- Create and distribute promotional materials, including flyers, posters, social media ads, and newsletters.
- Assist in the creation of event press releases and media outreach.
- Track and report on the effectiveness of marketing campaigns and initiatives.



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Community & Stakeholder Engagement:

- Serve as a point of contact for sponsors, community organisations, and key stakeholders.
- Assist with organising community outreach initiatives, such as local business partnerships and public events.
- Foster relationships with exhibitors, volunteers, and local businesses to promote participation in the Show.
- Coordinate event communication with external groups, including schools, sponsors, and other community groups.

Event Planning and Execution:

- Support the Event Manager in the preparation of event schedules, exhibitor details, and event materials.
- Coordinate event-day logistics, including volunteer management and onsite assistance.
- Assist with the setup and breakdown of the event and ensure a seamless guest experience.
- Handle onsite inquiries, ensuring all participants have the support they need during the event.

Reporting and Analysis:

- Provide the Event Manager with regular reports on marketing performance, event progress, and stakeholder engagement.
- Collect and analyse feedback from attendees, exhibitors, and other stakeholders to inform future improvements.
- Maintain records of event-related data, including ticket sales, exhibitor participation, and media coverage.

Skills and Qualifications:

- Previous experience in administration, event coordination, or marketing, ideally within a similar industry or non-profit sector.
- Strong digital marketing skills, particularly in social media management and content creation.
- Excellent written and verbal communication abilities.
- Proficiency with Microsoft Office Suite (Word, Excel) and experience with website management and email marketing tools (e.g. Canva, Mailchimp).
- Strong organisational skills with the ability to manage multiple tasks simultaneously and meet deadlines.
- Ability to work independently and collaboratively within a team environment.
- Attention to detail and strong problem-solving capabilities.
- A proactive approach with the ability to anticipate and resolve issues efficiently.
- Knowledge or interest in the Central Australian community is an advantage.



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Desirable Attributes:

- Experience managing marketing campaigns or working with community events.
- Familiarity with graphic design tools (e.g., Canva, Adobe Photoshop, or InDesign) for creating promotional materials.
- Basic understanding of budgeting and financial tracking.
- Experience working with volunteers or managing large groups during events.

Working Conditions:

- Primarily office-based with occasional travel to meetings and events.
- Flexibility in work hours, especially during peak periods leading up to and during the Alice Springs Show, including evenings and weekends.
- A valid driver's license is preferable due to the location and potential travel needs.

How to Apply:

Please send your resume and a cover letter detailing your experience and why you would be a great fit for this role to show@alicespringsshow.com.au

For further information contact Mrs Rachael Mashford | Event Manager 08 8952 1651