

Music Industry Mentoring Program

Ableton

Marketing and Promotions, Melbourne

Location	Ableton Workspace at Collingwood Yards 35 Johnston Street, Collingwood VIC 3066
Opportunity	Volunteer - Marketing Assistant
Program Period & Frequency	1 day / week, 5 February - 22 June Total 150 hours
Reports To	Rachel Huber - Territory Lead, Australia & New Zealand

ABOUT THE ORGANISATION

Ableton was founded in 1999 and released the first version of Live in 2001. Our products are used by a community of dedicated musicians, sound designers, and artists from across the world. We make [Live](#), [Push](#), [Note](#) and [Link](#) – unique software and hardware for music creation and performance. With these products, our community of users creates amazing things.

We are more than 350 people from 30 different countries. Most of us are active musicians, producers, and DJs, and many of us use Live and Push every day. We come from a wide range of cultural and professional backgrounds. What connects us is the shared belief that each of us has the skills and knowledge to contribute to something big: helping to shape the future of music culture.

We're passionate about what we do, and equally as passionate about improving who we are. We work hard to foster an environment in which people can grow both personally and professionally. We believe that diverse groups of people make better teams. We're committed to increasing diversity in our workplace and providing equal opportunities within Ableton.

With us, you'll work in a relaxed but dynamic environment, surrounded by people who love music and technology. You'll be creatively challenged, encouraged to develop and grow.



ABOUT THE OPPORTUNITY

As their marketing focus in the Asia Pacific region increases, Ableton is looking for a driven and talented young person to assist in coordinating brand marketing activities in Australia and New Zealand. As a member of the team, you will assist with Ableton's work in the territory, nurturing and growing Australian and New Zealand music communities at a local level. You will be motivated by the successful roll-out of brand initiatives and generating buzz and excitement around Ableton products in Australia and New Zealand.

In this volunteer role, you will learn to:

- Support the Ableton team to proactively engage in the roll-out of key global initiatives in the Australian and New Zealand territory, asking questions to understand what needs to be done, and working through tasks in a strategic and methodical way,
- Understand Ableton's product offerings, the wider music technology landscape, and related business models,
- Contribute to our regular team rituals, taking notes and assisting with tasks
- Support the Territory Lead, Education Specialist and Brand Managers to plan for and deliver engaging brand experiences, including events - both in-house and with select partners,
- Research and source suppliers for digital and physical branded marketing material
- Work with data to understand patterns and identify issues and possible opportunities,
- Help to identify areas for improvement and innovation within our existing processes and workflows,
- Help to identify new and exciting scenes and genres within our territory and work directly with Brand Managers to champion local artists, and
- Use office tools including Google Suite, Office 365, Atlassian products and Salesforce.

ABOUT YOU:

Successful applicants will be able to demonstrate their commitment to a career in the contemporary music industry through:

- Evidence of pro-actively pursuing training, practical experience or work relevant to this opportunity
- Current interests and future career goals aligned to the opportunity description



VOLUNTEER HONORARIUM

This is a volunteer opportunity for participants to undertake a workplace-based learning program. To ensure this program is accessible to all, The Push will provide participants with an honorarium to help cover the cost of travel and meals and recognise participants' time on the days of the program. This honorarium will come to a total of \$3,300.

HOW TO APPLY

To apply for this opportunity, [head to the application form](#), and when asked "*What opportunity are you applying for?*" select this role. Complete the form ensuring you provide responses and examples that reflect the Opportunity Description above and upload a copy of your CV.

Applications close 5pm AEDT Wednesday 20 December.

