

POSITION DESCRIPTION

Position Title:	Marketing and Communications Manager
Reports to:	Executive Director, Marketing
Reports:	Digital Content Officer
Term:	Full time
Salary:	\$85,000 per annum plus superannuation
Position Based in:	Southbank, Victoria

Creative Partnerships Australia

Creative Partnerships Australia is a national organisation which aims to foster a culture of giving, investment, partnership and volunteering to the arts; bringing donors, businesses, artists and arts organisations together. Our goal is to assist Australian artists and arts organisations attract and maintain private sector support and, therefore, diversify their sources of revenue, leading to a more sustainable, ambitious and vibrant arts sector for the benefit of all Australian.

Creative Partnerships administers the Australian Cultural Fund (ACF), a not-for-profit fundraising platform for Australian artists and arts organisations that was established in 2003 to encourage and facilitate tax-deductible donations to the arts. The Australian Cultural Fund operates as a distinct but connected entity, with its own programs, services, objectives and measures.

The Marketing and Communications Manager will:

- deliver Creative Partnerships and Australian Cultural Fund marketing, communications and digital strategies, across multiple channels, to ensure the agency maintains a positive profile and broad stakeholder engagement across the two brands;
- support Creative Partnerships and Australian Cultural Fund goals and priority areas by driving and implementing innovative, relevant marketing, digital content and social media strategies.
- measure stakeholder satisfaction and seek stakeholder feedback; including growth of the agency's data base and the integration of data and trend analysis into reporting on program outcomes.
- manage a collaborative and efficient team; including clear budget accountability, business planning and managing workflow in conjunction with other areas of the agency to support the effective delivery of objectives.

The Key Duties of the Position are:

Marketing and Communication

- Drive Creative Partnerships and Australian Cultural Fund marketing, digital and communication activities and deliver high impact, integrated campaigns to support the realisation of each brand's objectives;
- Drive Creative Partnerships and Australian Cultural Fund digital initiatives; developing approaches to digital communications and the use of social media to maximise stakeholder engagement, increase retention rates and grow the stakeholder base;
- Work closely with the Strategy & Programs team to conceptualise and implement strategies around programs and service provision, and ensure that the planning around these programs is integrated with the broader marketing, digital and communications plan;
- Manage the organisation's communications; ensuring consistency with house style, transparency and accuracy across all channels and brands, and support the CEO with communications requirements;
- Manage publicity and seek out opportunities to raise the profile of Creative Partnerships and the Australian Cultural Fund, and gain exposure for its objectives and initiatives;
- Oversee the delivery of the annual Creative Partnerships Awards, ensuring the event is best placed to achieve its strategic aims.

Organisational strategy

- Work with the executive and staff to develop and maintain a strategic perspective in organizational direction, program and services, and decision-making; to ensure the overall health and vitality of the agency;
- Work with Digital Content Officer to implement organisational strategy in accordance with best practice across all communications platforms;
- Work with operations to ensure evaluation systems are in place to critically evaluate the impact of the marketing, digital and communications function against the objectives of each brand, report on progress and re-align as appropriate.

Management

- Provide direction and leadership to the Digital Content Officer, fostering an open, collaborative, culture of ideas and ensure the implementation of smart, persuasive, integrated marketing campaigns to ensure targets are met for all core activities;
- Negotiate external contract and supervise suppliers including web developers, designers and copywriters;
- Manage other staff as required, including Awards contract staff;
- Maintain relationships with stakeholders, including partners, government and media.

The Key Selection Criteria are:

- Demonstrated leadership experience and success at a senior level in delivering marketing, communications and digital strategies in an arts or non-profit context;
- Demonstrated experience in delivering data-driven and evidence-based strategies, and a strong understanding of stakeholder segmentation and the importance of critical evaluation and measurement;
- Highly developed oral and written communications skills, an ability to adapt styles to suit audiences, and experience editing online and print publications;
- Proven track record in building and managing relationships with a range of internal and external stakeholders;
- Positive attitude to working in a small team and an outcome-focussed approach;
- The ability and drive to take initiative, think creatively and adapt to change;
- An understanding of, and enthusiasm for, the arts and artists;
- A relevant tertiary qualification.

The Key Relationships of the position are:

Internal

CEO

ED, Strategy and Programs

ED, Operations and Marketing

Digital Content Officer

Programs Team

State Managers

External

Artists and arts organisations

Donors, including trusts and foundations

Department of Communication and the Arts

Arts and Fundraising media

Arts sector peak bodies

Australian and State-based arts funding agencies

Contractors and Suppliers

HOW TO APPLY

To apply please send your CV together with a cover letter addressing the Selection Criteria to: hr@creativepartnershipsaustralia.org.au by Friday 15 March, 5pm. Please clearly mark the application **MARKETING & COMMUNICATIONS MANAGER** in the subject line.

Queries: Jayne Lovelock - 03 9616 0302 or jayne.lovelock@creativepartnershipsaustralia.org.au.