CARCLEW

JOB AND PERSON SPECIFICATION

Title of Position:	Manager, Marketing and Events
Remuneration:	AS05, Level 1
Type of Appointment:	Full-time
Term of contract:	Fixed Term 24 months
Line Management:	Senior Manager, Marketing & Development

Job and Person Specification Approval

Chief Executive Carclew
Date:

CARCLEW DIRECTIONS 2021-24

Vision
A curious, connected, creative world

Mission
Transform young lives through creativity.

Objectives
1. We design and deliver arts programs that make a difference.
2. We make access, equity and inclusion central to all we do.
3. We demonstrate and champion the importance of creative participation.
4. We have strong governance, sound finances, great people.

Guiding Principles

Cultural expression is a human right.

Creative participation is essential to growth and development.

Creativity is vital to learning in schools and communities.

Investment in creativity benefits industries and careers.

Vibrant cultural diversity underpins a healthy inclusive society.

POSITION SPECIFICATION

- **Summary of the position**

The Manager, Marketing and Events is responsible for oversight of all marketing and event coordination for Carclew under the direction of the Senior Manager, Marketing and Development.

This position will lead the end-to-end delivery of marketing campaigns to support Carclew's expansive arts programs, activities and events.

The Manager, Marketing and Events is responsible for managing staff in the marketing, events and Front of House teams. This position supervises the daily responsibilities of the marketing team whilst providing leadership in translating creative concepts into visually compelling creative assets for a wide range of channels. This position will also oversee events staff to ensure events run effectively, on time and within budget and coordinate FOH staff to maintain a high level of communication to staff and stakeholders.

This position will build strong relationships with internal and external stakeholders including media and arts industry.

All Carclew staff undertake internal and external mentoring. All Carclew staff are subject to undertaking a DHS Working with Children Check. All Carclew staff must comply with organisational policies and procedures.

- **Work Level AS05 Definition**

Work Level Definitions Duties at the fifth level demand demonstrated experience and competence in the appropriate discipline(s). Important features will include the level of responsibility for decision-making; the exercise of judgement and delegated authority; the provision of expert advice, consultation and assistance relevant to the discipline(s) involved.

Duties will work under limited direction and be identified by the impact on the activities undertaken. This may include outcomes achieved by the agency, or the functions and/or activities undertaken by other agencies and/or the impact on sections of the community served by the agency.

- **Reporting/Working Relationships**

The Manager, Marketing, reports to the Chief Executive through the Senior Manager, Marketing & Development.

Staff reporting to this position include Coordinators of Digital Marketing, Event and Front of House.

The position works closely with Arts Programs staff and artists as well as external stakeholders and providers.

Key accountability and functions

- Coordinate marketing campaigns including deliverables, resources, work plan, budget and scheduling
- Oversee Carclew's website, social media scheduling and e-communications
- Participate in the planning and development of marketing plans, working collaboratively with arts program staff to ensure marketing activities are fully integrated and leveraged to their full potential
- Lead the marketing team to produce creative and engaging content with the primary objective of building increasing awareness and demand for Carclew's programs, activities and events.
- Monitor and maintain project progress against planned timelines and budgets, including reporting on analytics and brand awareness
- Coordinate and oversee events, including planning, delivery and reporting
- Manage contracts deliverables with creative agencies, vendors and contractors
- Media planning and coordination, including preparation and coordination of media releases
- Supervise marketing, event and FOH staff
- Maintain protocols for videography and photography and coordinate record management systems including digital / image library
- Leadership of volunteer recruitment and placement
- Other duties as required

PERSON SPECIFICATION

ESSENTIAL
Knowledge/Skills/Abilities/Personal Attributes

- Tertiary qualifications in marketing or a related discipline and/or relevant industry experience.
- Experience in arts marketing and content development
- Experience managing staff
- Sound understanding of digital marketing with direct experience in content creation and analysis
- Experience in preparing media releases and building relationships with media
- Strong negotiation and communication skills, with the ability to communicate effectively and genuinely across staff, audiences, creative agencies, contractors and external stakeholders
- Experience working across multi-disciplinary teams, managing competing deadlines and priorities in a fast-paced environment
- Strong financial management and experience in ensuring projects/ events run on time and within budget
- Excellent marketing strategic planning, research, analysis and reporting skills
- A collaborative and flexible approach to problem solving and information sharing
- Proven commitment and passion for working with and for children and young people in the arts.
- Experience working with Aboriginal and Torres Strait Islander artists, communities and organisations
- Ability to engage with people from diverse backgrounds and enthusiasm to create content that is inclusive and dynamic
- The appointee will be required to provide a current screening for Working with Children.

DESIRABLE
Knowledge/Skills/Abilities/Personal Attributes

- Knowledge of national and international trends in the arts, specifically youth arts.
- An understanding of issues impacting on metro and regional South Australia.
- An understanding of Work Health & Safety legislation
- Current First Aid Certificate

SPECIAL CONDITIONS

- Some out of hours work is required
- Regional travel within South Australia
- Occasional interstate travel
- Overtime is not applicable however time off in lieu can be accrued (up to 10 hours) over a four week period and must be taken within the next four week period
- Driver's Licence essential

Acknowledged by Incumbent _____ **Date** _____