

JOB AND PERSON SPECIFICATION

Title of Position:	Manager, Communications and Marketing
Remuneration:	ASO 5
Type of Appointment:	Full-Time Contract (37.5 hours per week)
Term of contract:	Fixed Term Up to 2 Years
Line Management:	Senior Manager, Marketing and Development

Job and Person Specification Approval

Mimi Crowe

Chief Executive
Carclew Inc.

About Us

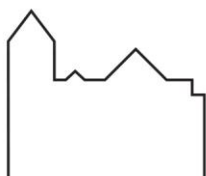
Carclew is the home of youth arts and creativity. It connects all children and young people to a world of creative possibilities, as artists, learners and audiences. As Australia's largest multi-artform cultural institution dedicated to children and young people, Carclew is a vital part of Australia's youth arts and arts sector.

Driven by our core value to have the greatest impact on the greatest number, we have an ambitious path to amplify and elevate the youth arts sector in Adelaide, South Australia and nationally.

Carclew staff are holders of an important 50-year legacy in South Australia and at a point of renewal and revitalisation. We are looking for team members committed to seeing Carclew deliver impact and opportunity for children and young people for the next half-century.

Carclew is a not-for-profit organisation incorporated under the Associations Incorporation Act 1985. Carclew is also Public Authority under the Department for Education and has a role in dispersing State government funds through Carclew grant programs. The Minister appoints the Chair of the Board and each of the Board members.

First Nations voices and values are at the centre of all Carclew does. Through our commitment to First Nations children, artists and communities, we aim to ensure a safe space to learn and educate, inspire awareness and respect, and help to develop the cultural leaders of tomorrow.



About the role

A newly developed position, the Manager, Communications & Marketing at Carclew, will be our lead storyteller. This role is about crafting compelling narratives that engage, inspire, and connect with our diverse audiences. Your storytelling will bring to life the impact of our programs, the journeys of the young artists we support, and the vibrancy of the youth arts community we cultivate. You'll support the Senior Manager, Marketing and Development to bring Carclew's mission to life and amplify its reach.

About you

You're a seasoned communicator with a flair for storytelling, an understanding of media dynamics, and a knack for managing engaging social media platforms. You excel at creating impactful narratives that ensure Carclew's message reaches and resonates with diverse audiences. With expertise in strategic communications, you're passionate about developing captivating content, driving online engagement and building meaningful connections.

Highly organised and self-motivated, you thrive in dynamic environments, juggling multiple priorities while maintaining a keen eye for detail. As a curious learner, you stay ahead of industry trends, continuously finding innovative ways to elevate Carclew's voice and impact. You care deeply about youth arts and its impact on children and young people.

Aligned with the organisation's strategy, you'll play a key role in ensuring all communications and marketing initiatives drive Carclew's vision forward. Your efforts will amplify Carclew's programs, strengthen its presence in the community, and help achieve its goals.

An experienced leader, you're adept at managing projects and people to deliver exceptional results, on time and within budget.

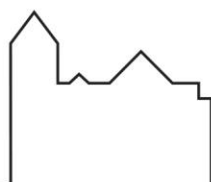
Work Level Definition – Work Level 5 (ASO5)

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.

Key accountability and functions

- Assist the Senior Manager Marketing & Development in developing the organisation's Marketing strategy and Fundraising strategy documents.
- Work with the Senior Manager to define and implement Carclew's tone-of-voice, across all communication platforms, ensuring it aligns with the organisation's strategic plan and reflects its values, mission, and vision.



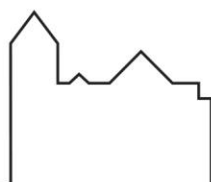
- Craft compelling narratives showcasing Carclew's program impact and achievements of children and young creatives. These stories should inspire and connect with diverse audiences, while illustrating the value of Carclew's work and the broader youth arts community.
- Lead the development of Carclew's language guide, ensuring consistency in communication across both internal and external stakeholders, championing and driving the Carclew brand in all communications.
- Plan, create, and manage a diverse range of content to optimize Carclew's social media presence and broader communications efforts. Enhance the effectiveness of all digital platforms by developing and implementing strategies to increase engagement, reach, and overall performance, including improving website SEO.
- Copywriting to fulfill the organisation's needs, including for content marketing, long-form stories, speech-notes, newsletters, eDMs, press releases, etc.
- Plan and implement marketing campaigns across various channels including budget management, etc.
- Analyse data, monitor key performance indicators and create detailed reports to identify insights, and evaluate outcomes and ROI. Work with the team to develop Carclew's annual report to ensure key achievements are effectively communicated.
- Create impactful press releases and pitch compelling stories to the media.
- Support the Senior Marketing and Development Manager in the planning and execution of the organisation's development and fundraising activities.
- Provide support to the CE on written communication with key stakeholders as required.
- Manage the effective performance of the Graphics Design & Marketing Coordinator.
- Other duties as required.

PERSON SPECIFICATION

ESSENTIAL

Knowledge/Skills/Abilities/Personal Attributes

- Tertiary qualifications or a bachelor's degree in Communications, Journalism, Public Relations, Marketing, English, Arts Management or Creative Studies, or a related field.
- 3 or more years of relevant experience in communications, marketing, or public relations, preferably within the arts sector. This could include roles in event promotion, media relations, or digital marketing.
- Exceptional communication skills (both verbal and written) with a proven track record of producing high-quality content across various formats and channels.
- Knowledge of digital marketing and proficiency in digital marketing tools and platforms, including content management systems, social media management tools, and analytics software.
- An ability to work with limited supervision, maintain strict confidentiality and exercise a high-level of judgement under pressure.
- A collaborative and flexible approach to problem solving and information sharing.



DESIRABLE

Knowledge/Skills/Abilities/Personal Attributes

- Experience working in the arts, cultural sector, or youth development field, with a demonstrated passion for supporting young creatives.
- Knowledge of graphic design principles and experience collaborating with designers to enhance storytelling through visual elements.
- Familiarity with media relations practices, including pitching stories to journalists and managing press inquiries.
- Previous experience in developing and implementing communication strategies for nonprofit organisations or similar entities.
- Ability to use appropriate tone to enhance storytelling reach, inclusivity and accessibility.
- Current First Aid Certificate.
- Driver's License (highly desirable).

SPECIAL CONDITIONS

- Some out of hours work is required.
- Occasional regional and interstate travel may be required.
- The appointee will be required to have a relevant Working with Children Check and RRHAN-EC Certification prior to starting the role.

