

JOB AND PERSON SPECIFICATION

Title of Position:	Brand, Marketing and Communications Lead
Remuneration:	ASO8
Type of Appointment:	Full Time
Term of contract:	
Line Management:	Head of Strategy and Partnerships

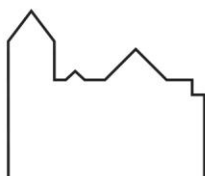
About Us

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.

Carclew, with a more than 50-year legacy, works to amplify and elevate the youth arts sector across Adelaide, South Australia and nationally.

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

Through Carclew's 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

Reporting to the Head of Strategy and Partnerships, the Brand, Marketing and Communications Lead is responsible for leading Carclew's brand, marketing, communications and audience engagement functions and ensuring the organisation maintains a strong, consistent and influential public presence.

The role serves as the custodian of the Carclew brand and is accountable for shaping how the organisation is understood, experienced and valued by participants, artists, communities, partners, government, funders, donors and the broader public. The position provides strategic leadership across brand strategy, communications, audience development, digital engagement, media relations, stakeholder communications and organisational reputation.

As a senior organisational leader, the role contributes to strategic planning and organisational development and provides specialist advice to the Chief Executive, Executive Leadership Team and Board regarding brand positioning, stakeholder engagement, audience behaviour, communications strategy and organisational reputation.

The role plays a critical part in supporting organisational growth by strengthening awareness, participation, philanthropy, partnerships and advocacy through effective engagement and communication strategies. The position also contributes to the organisation's ability to attract funding, build strategic relationships and demonstrate impact across the youth arts sector.

The role is recognised as Carclew's organisational authority on brand, communications and audience engagement and provides specialist leadership across all areas of the organisation.

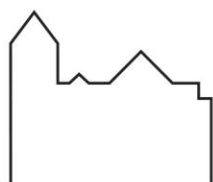
About You

You are a strategic and commercially astute brand, marketing and communications leader who understands the critical role that reputation, engagement and storytelling play in organisational success.

You are passionate about building trusted brands and creating meaningful connections between organisations and the communities they serve. You understand how effective communication can influence participation, partnerships, philanthropy, public perception and organisational growth.

You bring deep expertise across brand strategy, marketing, communications and stakeholder engagement, combined with the ability to operate confidently at both strategic and operational levels. You are equally comfortable advising executives and boards on matters of reputation and positioning as you are leading teams, campaigns and communication initiatives.

You are a collaborative and influential leader who enjoys working across organisational boundaries to achieve shared outcomes. You are skilled at balancing creativity with strategy and can translate organisational priorities into compelling narratives that resonate with diverse audiences.



You are curious, forward-thinking and data-informed, with a strong understanding of audience behaviour, emerging communication trends and the evolving expectations of stakeholders. You use insight, evidence and engagement data to inform decision-making and continuously improve organisational impact.

Most importantly, you are motivated by purpose and impact and are excited by the opportunity to shape the public profile, reputation and future growth of South Australia's leading youth arts organisation.

Work Level Definition – Work Level (ASO8)

Roles at this level are responsible for leading significant specialist functions that have organisation-wide impact. The position requires the application of high-level professional expertise, strategic judgement and independent decision-making in complex environments.

The role is accountable for developing and implementing strategies that influence organisational performance, stakeholder relationships, reputation and public engagement outcomes. The position provides authoritative advice to senior leaders and contributes directly to organisational planning, policy development and strategic decision-making.

Reporting / Working Relationships

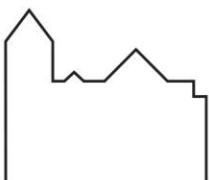
The Brand, Marketing and Communications Lead reports to the Head of Strategy and Partnerships.

The role provides leadership and direction to marketing and communications staff and manages external agencies, consultants, suppliers, media partners and creative service providers.

The position works closely with:

- Chief Executive
- Head of Strategy and Partnerships
- Head of Creative Program and Pathways
- Corporate Services Lead

The role participates in strategic planning and organisational leadership activities and contributes specialist expertise to organisational decision-making.



Key accountability and functions

1. Brand Leadership and Organisational Reputation

- Act as custodian of the Carclew brand and organisational reputation
- Lead development, implementation and ongoing stewardship of brand strategy, positioning and identity
- Ensure consistent application of brand standards across all organisational activities, partnerships and communications
- Monitor and strengthen organisational reputation and public profile
- Provide strategic advice regarding audience perception, stakeholder sentiment and organisational positioning
- Lead issues management and communications responses relating to reputational matters

2. Strategic Marketing and Audience Development

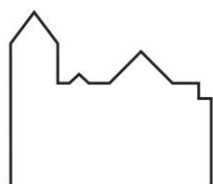
- Develop and implement integrated marketing and audience engagement strategies aligned to organisational priorities
- Lead audience growth, retention and engagement initiatives across participant, stakeholder and community groups
- Oversee promotion of programs, grants, events, partnerships and organisational initiatives
- Monitor audience insights, market trends and engagement performance to inform decision-making
- Lead market research and audience analysis activities
- Support organisational planning through provision of audience and engagement insights

3. Communications, Media and Public Affairs

- Lead organisational communications strategy and implementation
- Oversee media relations, publicity, public relations and content development activities
- Support strategic communications associated with government engagement, advocacy and public policy initiatives
- Provide communications support for ministerial visits, government announcements and significant stakeholder engagements
- Ensure organisational messaging is aligned, accurate and consistent across all channels
- Lead development of crisis and issues communications where required

4. Stakeholder, Partnership and Philanthropic Communications

- Develop communication strategies that support partnership development, philanthropy and stakeholder engagement
- Lead donor stewardship communications and impact storytelling initiatives
- Support fundraising campaigns, sponsorship initiatives and philanthropic engagement activities
- Promote the impact of Carclew's grants, programs and partnerships



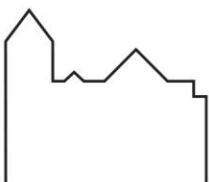
- Develop communication materials that strengthen organisational influence and support organisational growth objectives

5. CRM, Digital Engagement and Organisational Intelligence

- Lead the strategic use of CRM and audience engagement systems to improve communication effectiveness
- Develop stakeholder engagement and audience communication frameworks
- Support segmentation, campaign management and audience development initiatives
- Contribute to organisational intelligence through analysis of engagement and communication data
- Work collaboratively with the Head of Strategy and Partnerships to maximise the value of CRM and stakeholder insights

6. Leadership and Capability Development

- Lead and develop marketing and communications staff
- Manage external agencies, suppliers and service providers
- Build organisational capability in brand management, communications and audience engagement
- Contribute to strategic planning, organisational development and continuous improvement initiatives
- Provide specialist advice and leadership across the organisation
- Other duties as required



PERSON SPECIFICATION

Essential Requirements

Knowledge/Skills/Abilities/Personal Attributes

- Relevant tertiary qualifications in marketing, communications, public relations, journalism, business or related discipline and/or equivalent professional experience
- Significant experience leading brand, marketing and communications functions
- Demonstrated experience developing and implementing organisation-wide brand and communications strategies
- Experience providing strategic advice to senior leaders and Boards
- Demonstrated success building organisational reputation, audience engagement and stakeholder influence
- Experience managing staff, agencies and external service providers
- Strong understanding of digital communications, media, audience development and stakeholder engagement
- Demonstrated experience supporting philanthropy, fundraising, sponsorship or development initiatives
- Experience using CRM and audience engagement systems to support organisational outcomes
- Highly developed communication, negotiation and relationship management skills
- Strong strategic thinking, planning, analysis and decision-making capability
- Demonstrated ability to operate effectively in complex stakeholder environments
- Commitment to child-safe, culturally safe and inclusive practice
- Experience in arts, cultural, education, community or not-for-profit sectors, or similar.

Desirable Requirements

- Experience working with government, ministerial offices or public sector environments
- Understanding of philanthropic fundraising and donor engagement practices
- Knowledge of South Australia's arts, education and cultural sectors
- Experience supporting advocacy or public affairs initiatives

Special Conditions

- The appointee will be required to provide a current Working with Children Check (WWCC) and Responding to Risk of Harm, Abuse and Neglect – Education Care (RRHAN-EC) certification.
- Some out of hours work is required
- Occasional regional and interstate travel may be required
- Driver's Licence essential

