

Position Description – Marketing and Communications Manager

Full-time permanent position

Salary: \$90,000 plus super negotiable dependent upon skills and experience

About TarraWarra Museum of Art

Located in the Yarra Valley, TarraWarra Museum of Art is a leading not-for-profit public art gallery that features inventive and stimulating exhibitions and programs about twentieth and twenty-first century art, and holds one of the country's most important collections of Australian art from the 1930s to the present day. The permanent collection was established through the generous donation of over 600 artworks by founding patrons, the late Marc Besen AC and Eva Besen AO. The Museum actively engages with art, place and ideas in a remarkable environment and immersive atmosphere, inspiring curiosity and providing a retreat for the imagination.

In March 2025, TarraWarra Museum of Art will launch a major new building, the Eva and Marc Besen Centre. A breathtaking architectural concept designed by Kerstin Thompson Architects with landscape design by OCULUS and Wurundjeri horticulturalist and artist Craig Murphy-Wandin, the state-of-the-art building is a multi-purpose learning and performance space for family and children's programs, talks, forums, workshops, live arts and educational programs.

The Centre will also offer a unique behind-the-scenes look at works from the TarraWarra Museum of Art collection. Presented in visible art storage racks, the general public will have viewing access to the works of some of Australia's most significant modern and contemporary artists.

TarraWarra Museum of Art's vision is to connect art, place and ideas.

Our staff contribute to the Goals outlined in our Strategic Plan 2024-2027:

- Connecting art, place and ideas
- Audience engagement
- Collaborating with the sector
- Providing for robust, sustainable and secure operations

The Museum commits to the following values in everything we do:

- Respect for art and the artist
- Respect for the spirit of philanthropy – the inspiration for the Museum
- Respect for First Nations voices of Wurundjeri Country and beyond
- Respect for the natural world and sense of place, inspiring fresh creative perspectives
- Respect for the diversity of our visitors
- Respect for the curiosity of our audience
- Respect for cultural safety, equity and access

Position Purpose:

The Marketing and Communications Manager is responsible for strategically planning and implementing the Museum’s marketing and communications in order to promote exhibitions, collections and associated programs and events. The purpose of the role is to increase visibility of the Museum to a diverse public including tourists to the Yarra Valley; and to increase audiences and brand awareness.

The Marketing and Communications Manager is responsible for the design brief of e-invitations and marketing collateral, working in collaboration with the Museum’s brand agency Paoli Smith. They will write and produce the e-news, social media posts and website updates, ensuring that there is a consistent tone and approach across the organisation and all marketing and communications are produced accurately with appropriate acknowledgements and credit lines.

The position is also responsible for liaison with local and state tourism organisations and works closely with the Museum’s media advisors. The role also supervises the Marketing Assistant.

Special Conditions: There may be a requirement for after-hours work to support the Museum’s programs.

Hours of Duty: Normal working hours are generally between 9am and 5pm, Monday to Friday, with a 40 min lunch break per day. The Marketing and Communications Manager will need to be onsite for most events and can work from home occasionally when the schedule allows it.

Other requirements: The employee must hold a full current driver's licence and own a registered vehicle to travel to and from work. The role requires a Working with Children Check and a Criminal History Check.

This Position Description is intended as a guide to the performance of your duties and is not an exhaustive list of everything you are required to do when carrying out your duties. In addition to the Accountabilities and KPI's detailed below, you may be required to perform additional duties that are not considered within your role and skill level.

Position Description

Key Performance Indicator	1. Successful implementation of marketing and communications strategy
Key Performance Indicator	2. Achieving marketing and communications strategy on time, in line with budget without compromising on quality
Key Performance Indicator	3. Raise the profile of the Museum in the broader community and increase visitation both online and in real life. Contribute to the increase of visitation to the Museum, attracting 5,000 visitors to the Eva and Marc Besen Centre in 2025, increasing to 6,000 in 2026 and 7,000 in 2027

Key Performance Indicator	<p>4. Create experiences (famils) in partnership with allied organisations including regional tourism The first program will be piloted in 2025, with an additional program introduced in 2026</p>
Connecting Art, Place and Ideas	<ul style="list-style-type: none"> • Plan and implement the Museum’s Marketing and Communications Strategy through the development and distribution of all communication materials under the general direction of the Director, and in close partnership with Articulate PR • Plan and supervise the implementation of the Museum’s Social Media Strategy in close collaboration with the Museum’s media advisors with the assistance of the Marketing Assistant • Work to improve brand awareness of the Museum • Plan and coordinate the Museum’s advertising program, including monitoring of associated budgets
Collaborating with the Sector	<ul style="list-style-type: none"> • Actively seek marketing partnerships and annual rates for optimised media/content spend and effectiveness • Actively create two tailored and themed experiences developed in partnership with regional tourism and allied organisations, designed to extend the breadth and richness of a day visit to the Yarra Valley • Work in strategic collaboration with the Museum’s media advisors
Audience Engagement	<ul style="list-style-type: none"> • Prepare and distribute regular, timely and accurate content through the digital e-news updates, education and public program announcements, and event and exhibition invitations and flyers, and monitor associated budgets • Create, edit and publish content to the Museum’s website and work in collaboration with the Museum’s web designers keeping it up to date and user friendly • Participate in the Museum’s corporate life including attendance at, and assistance with openings, stakeholder events and other after- hours programs as required • Work to market the shop through the online platform • Devise methods to raise awareness of the Museum’s programs in the local community • Work to develop CALD visitation to, or participation, in the Museum
Providing for Robust, Sustainable and Secure Operations	<ul style="list-style-type: none"> • Maintain accurate records of key activities for reporting to key internal and external stakeholders • Keep abreast of digital systems and products that may enhance the Museum’s marketing and communications

- Ensure your department is represented in the OHS Committee meetings and other consultation arrangements
- Report issues of concern such as hazards and risks and where applicable, rectify
- Maintain a clean and safe workplace for staff, contractors, volunteers and visitors
- Deliver strategic initiatives and activities as per time lines outlined in the Strategic plan
- Adhere to TWMA's policies and procedures.

People Leadership

- Manage performance of team members by conducting annual performance reviews, conducting WIP meetings to monitor outcomes and undertake performance management when required
- Manage the learning and development of the team to maximise capability and retention
- Lead regular team meetings and arrange regular one-on-one staff check ins

Stakeholder	Purpose of communication
Director	Reporting Line Develop and maintain effective communication to ensure the efficient operation of the Museum
Colleagues	Interact with colleagues and volunteers demonstrating honesty and respect
Contractors	Build and maintain a strong relationship with contractors to ensure they are able to fulfil their roles effectively
Suppliers	Maintain strong relationships with all suppliers to ensure quality product

Please address the Qualifications, Experience and Capabilities in your application

Qualifications

A degree in Journalism, Communications, or Marketing, or a relevant discipline

Experience

- Relevant work experience in a similar arts-related role, or an equivalent combination of knowledge, training and experience
- At least three years demonstrated experience coordinating and implementing website content, electronic communications, and promoting via social media, effectively, accurately and timely
- Demonstrated experience in supervising or collaborating with media advisors and or publicity experience
- Demonstrated experience in managing events in a risk averse and timely manner
- Demonstrated project administration and time management skills, to effectively plan workloads and prioritise multiple tasks, ensuring deadlines are met in a high-pressure environment
- Proven experience with specialist administrative, information management and database software applications, with proficiency in MS Office Eventbrite, Asana, InDesign, Canva, Adobe Creative Suite, Salesforce and familiarisation with Wordpress and MailChimp.
- Knowledge of current copyright laws in relation to artists' copyright
- Appreciation of and/or knowledge about contemporary and/or modern Australian visual arts Capabilities
- Excellent interpersonal and written skills with a high attention to detail, and a proven ability to write, scope and produce marketing collateral for a variety of traditional and emerging communication channels across print and digital media
- Ability to work autonomously with general supervision, as well as being a collaborative member of a small dynamic team
- Highly organized and able to prioritise work load
- People management skills with the ability to inspire, mentor, communicate and collaborate with a dedicated team
- Excellent problem solving skills
- Financial management skills including the ability to manage a budget

TarraWarra Museum of Art encourages applicants from First Nations, culturally and linguistically diverse, disability and LGBTIQ+ communities to apply. We recognise that there are barriers to employment for people from these communities, and we encourage you to get in touch with us to explore alternative application methods or other ways of removing these barriers. We encourage you to apply even if you don't have all the attributes listed above but feel that you would be a good fit.

TO APPLY

Applications should be sent to Vikki Southey, OurHR, vikki@ourhr.com.au and must include:

1. Cover letter, with name, residential address, phone number and email
2. A CV of no more than 3 pages with the names, phone and emails of two referees
3. No more than 4 pages addressing the Qualifications, Experience and Capabilities with relevant examples of previous experience

ENQUIRIES

Vikki Southey 0404 085 513

This role will be open until it is filled by an appropriate candidate.

TarraWarra Museum of Art acknowledges the Wurundjeri people of the Kulin Nation as the Traditional Owners and original Custodians of the lands and waters on which the Museum stands.