



MARKETING & COMMUNICATIONS OFFICER

Position, Location and Terms

<i>Location</i>	Fremantle, WA
<i>Terms</i>	Part time (4 days per week, 7.5 hours per day) \$34.99 – \$39.46 p/hour, plus 10% Superannuation and 17.5% Leave Loading
<i>Reports to</i>	Executive Director
<i>Start Date</i>	Negotiable

About Us

ART ON THE MOVE is the leading art organisation in Western Australia for delivering high quality contemporary touring exhibitions that create connectivity between visual arts, culture and liveable communities. We do this by working with challenging and relevant contemporary touring exhibitions that facilitate and foster connection between artists, creatives and communities.

Purpose of Role

Responsible for working with the ART ON THE MOVE team to develop and deliver the day-to-day marketing and communications activities including promotion of exhibitions, projects, learning activities and public programs, and ensuring effective, consistent and targeted messaging and branding of the organisation.

The ideal candidate will be an organised and highly motivated professional in their field with excellent interpersonal communication skills.

KEY WORKING RELATIONSHIPS:

The Marketing and Communications Officer will be required to develop and maintain:

- a productive, positive and professional working relationship with all staff and board members; and
- effective working relationships with organisations and individuals such as regional galleries, artists, schools, universities, and any other bodies or individuals as appropriate in the furtherance of the organisation's goals, policies, vision and ambition.

KEY ACCOUNTABILITIES:

- Working with the Executive Director to develop and implement marketing plans that facilitate the growth of the organisation, its exhibitions and programs;
- Working with the Executive Director, develop a communications plan to ensure venues, investors and other key stakeholders are serviced and informed of ART ON THE MOVE's activities;
- Develop and implement appropriate marketing campaigns that utilise a variety of platforms to engage the sector, audiences and stakeholders;
- Coordinate preparation, design, printing/publishing and distribution of content and promotional material for ART ON THE MOVE activities including, but not limited to advertisements, social media marketing, and key documents including surveys, program information, funding reports, and annual report;
- Management of all digital marketing including website, social media, and e-news;
- Liaising with regional venues and other stakeholders in the development support and approval of promotional materials;
- Management of stakeholder contact database;

- Where appropriate design publications using software available;
- Where appropriate producing digital content to promote ART ON THE MOVE and our projects;
- Devise, develop and implement appropriate evaluation programs that utilise various metrics in order to demonstrate and express achievements against identified Key Performance Indicators (KPI's);
- Work with the team and stakeholders to conduct market research to identify opportunities for growth and development;
- Monitor and develop membership programs in order to effectively engage the sector in ART ON THE MOVE's exhibitions and programs.

ADDITIONAL RESPONSIBILITIES:

- To undertake appropriate administrative tasks;
- Coordination of special projects, as required, including scheduling, contracting, marketing and reporting to key stakeholders;
- Work collaboratively with staff, including administrative, exhibition, learning and production staff as necessary or required;
- Oversee budgets as instructed by the Executive Director;
- To attend relevant meetings;
- To undertake any necessary training and/or development;
- To maintain safe workplace practice and procedures in accordance with the requirements of Health and Safety legislation;
- The post holder will be expected to do some evening and weekend work; and
- Any other duties, which may arise commensurate with the grade of the post as directed by the Executive Director.

KEY JOB COMPETENCIES:

- Proven experience as marketing officer or similar role;
- Strong writing skills including a proven ability to write media briefings and content for online/social media channels, website, and printed resources;
- Experience in developing clear and engaging content for publications such as newsletters, surveys, annual reports:
- Ability to establish and maintain positive and constructive relationships, and experience working with varied stakeholders including government departments, audiences and media outlets;
- Ability to work collaboratively to deliver marketing activities, e.g., liaising with designers, media personnel, artists and presenters;
- Demonstrated experience with content management systems in the delivery and maintenance of website and e-Newsletters, and social media;
- Demonstrated experience in managing websites including monitoring performance, trends and reporting using web analytics tools and a good knowledge of principles of Search Engine Optimisation (SEO);
- High level of computer literacy including MS Office, Mailchimp, Adobe Creative Suite and WordPress. Desirable: experience with Culture Counts:
- Confident communicator with well-developed interpersonal communication skills.
- Experience within an arts setting or similar environment;
- Desirable: experience working within a regional setting;
- Tertiary or vocational qualification in a relevant field such as Marketing, Communications, Media, Journalism or Public Relations.

GENERAL COMPETENCIES:

- High level interpersonal, oral and written skills;
- High level organisational and project management skills to achieve goals within agreed timelines;
- Sound budget management skills;

- Strong computer skills to support the position;
- Well-developed problem solving skills;
- Self-motivated, can-do attitude with a results-driven approach;
- Ability to participate and contribute in a team environment but also work independently; and
- An ability to understand and commit to ART ON THE MOVE policies and procedures.

ART ON THE MOVE Values

ART ON THE MOVE advocates for a healthy organisation culture that values its people, its purpose and its responsibility to our sector and profession. This is expressed through our values and in the way we do our business.

To apply

Please submit an up-to-date Curriculum Vitae (listing referees) with a 1 -2 page letter detailing skills, experience and qualifications that equip you to perform in the role. Please note that the selection criteria do not need to be addressed individually.

Contact

For further information, please contact Executive Director Theo Costantino on director@artonthemove.art or (08) 9335 6011

Closing date

Applications close at midnight (AWST) on Sunday 16 April 2023 and should be emailed to admin@artonthemove.art