

artsmildura

DEVELOPMENT AND MARKETING MANAGER (0.8 FTE)

Reporting to: Creative Director/CEO

Direct reports: Nil

Internal Relationships: Arts Mildura staff, board, volunteers, and artists

External relationships: Funding bodies, local government, partner organisations, media.

Salary: \$65,000-\$75,000 (pro-rata, dependent upon experience)

The Development and Marketing Manager delivers the Arts Mildura development, fundraising, marketing and communications activities (in conjunction with the Creative Director/CEO).

This role works closely with the Creative Director/CEO and other staff members to build the organisation by implementing strategy and programs to ensure the long-term success of Arts Mildura.

This is an exciting new role for Arts Mildura as we set upon a journey with a new vision and reinvigorated passion to continue to deliver “*extraordinary arts experiences for the Mallee*”. In 2022 Arts Mildura will deliver a year-round program of visual arts, live music, stand-up comedy, workshops, performances, talks, etc at the Arts Mildura Hub as well as a new large-scale multi-arts festival including outdoor concerts, immersive art walks, projection art and performances delivered across the Mallee and tri-state region.

Arts Mildura has an extremely proud history, and the new cohort of staff will work diligently to ensure the organisation is in the best possible position to secure the future.

This is an essential role in the small team and will require a passionate and knowledgeable individual who can hit the ground running. You will be coming in at the beginning of a new era for the organisation and will have the opportunity to make significant impacts not only on the future of Arts Mildura but also the wider arts sector particularly in regional Australia.

The Development and Marketing Manager provides a critical role in achieving sustainable revenue growth for Arts Mildura and is responsible for delivering sales and marketing campaigns as well as partnerships and fundraising programs, and donor acquisition, retention, and stewardship initiatives against the organisation's income budget.

We seek a dynamic, inspired individual who can craft engaging messages, build a case for support, and showcase and convey the impact of the activities and purpose of Arts Mildura.

Key Responsibilities

Development and Fundraising

- Managing and delivering the Arts Mildura's Development and Marketing Program and activities.
- Develop and implement a strategy for existing, lapsed, and new donors.
- Maintain and grow an active pipeline of prospects for donors.
- Develop and implement a strategy for new and existing partnerships with local businesses.
- Manage the Arts Mildura Membership program.
- Assisting the CEO/Creative Director with grant research, applications, and acquittals.
- Explore a strategy to acquire corporate partners and secure ongoing donations.
- Identify and develop new opportunities for growth that are aligned with the Arts Mildura and that support and grow the delivery of Arts Mildura's existing and future programs.
- Prepare key presentations and proposals; write grants, reports and cases for support.
- Keep up to date on fundraising best practice and sector trends.
- Assisting with events/festivals as required.

MARKETING & PR

- Develop and deliver Arts Mildura's marketing strategy across the program and organisation.
- Develop and implement strategies to optimising ticket and program sales.
- Manage content for the Arts Mildura website and social channels.
- Manage and deliver all advertising.
- Develop and manage social campaigns for marketing covering scheduling, targeting and reporting based on analytics and best practice.
- Maintain and develop a network of key marketing relationships.
- Track and document media coverage

DESIGN & CONTENT

- Manage and create content and campaigns for Arts Mildura's social media platforms (Facebook & Instagram) and website.
- Create and distribute EDM's and campaigns to existing subscribers, members and donors.
- Create marketing collateral, such as posters, in In-Design according to a template.
- Coordinate the preparation, printing and distribution of promotional materials across web, digital and occasional print media platforms.

Key Selection Criteria

- Excellent communication and interpersonal skills with a demonstrated capacity to liaise effectively with a range of stakeholders.
- Experience applying for funding via local, state and federal government level as well as philanthropic trusts and foundations.
- Previous experience in developing and delivering successful fundraising and marketing campaigns
- Strong understanding of the current digital marketing and advertising landscape.
- An understanding of Facebook, Instagram, LinkedIn platforms and their advertising through their related Business Manager portals essential.
- Highly motivated with a keen ability to work independently.
- Interest and experience in the arts and community sectors.
- Flexible approach to working hours, including the capacity to work evenings and weekends.

Skills required

- Proficiency in Mailchimp, Instagram, Facebook, Twitter and website Content Management Systems.
- Proficiency in Adobe Creative Suite: Photoshop, InDesign, Premier Pro and Illustrator (not essential).

Arts Mildura has a strong commitment to inclusivity and diversity. People who are First Nations, living with disabilities, identify as LGBTIQ+, are from culturally diverse backgrounds are encouraged to apply.

VACCINATION POLICY

Please note that it is currently a condition of entry into our workplace and venues that all staff and visitors are required to be fully vaccinated. If you are successful for the role, you will need to provide proof of your vaccination certification.

To apply please send a current CV and application addressing the following questions (max. 300 words per question) to director@artsmildura.com.au.

- What are the most important qualities that should be present in successful marketing and fundraising campaign?
- What experience do you have in delivering successful marketing and fundraising campaigns?
- What qualities, skills and knowledge will you bring to the Arts Mildura team?
- Why are you the best candidate for this position?