

## POSITION AVAILABLE: Marketing & Communications Manager

Next Wave is looking for an enthusiastic and organised arts marketer lead the Next Wave Festival 2018 campaign from our headquarters in North Melbourne.

The Marketing & Communications Manager will lead the delivery of Next Wave's strategic marketing goals as well as contribute to evaluation, sponsorship and development. Their primary task will be to drive the marketing campaign for Next Wave Festival 2018, building and maintaining the Next Wave brand and developing diverse audiences.

While the successful applicant should be enthusiastic and knowledgeable about contemporary art and culture in Australia, they must ultimately have a strong sense of contemporary marketing activities and will coordinate all marketing activities of Next Wave.

Aboriginal and Torres Strait Islander people, people with disability, and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.

Please continue reading for more details including the full position description and selection criteria.

Position Title: Marketing & Communications Manager  
Currency: Full-time, October 2017 - August 2018  
Location: Next Wave Office, Meat Market, North Melbourne  
Applications Close: **Midnight (AEDST) Sunday 24 September 2017; late applications will not be accepted.**

**Applicants must be available for interviews the week commencing 25 September. Interviews are held at the Next Wave offices in North Melbourne; we can also conduct interviews via Skype if required. Please note, shortlisted applicants may be required to complete a short task prior to being interviewed.**

Applicants are advised to carefully read the detailed Position Description below. You should also familiarise yourself with the Vision, Mission and Values outlined on the organisation's website, as a first step.

Applications must include:

- A CV that includes contact details for 2 current referees
- A two page document (maximum) telling us about how your experience responds to the selection criteria (see below) and why you would like to work with Next Wave.

Please do not include a cover letter.

We strongly encourage all applicants to get in touch prior to submitting an application. Enquiries can be directed to Georgie Meagher, Director, on (03) 9329 9422 during business hours or by email to georgie@nextwave.org.au.

**Position title: Marketing & Communications Manager**

<b>Reporting line:</b>	Director/CEO Deputy Director*
<b>Direct reports:</b>	Marketing Coordinator (short-term contract), volunteers and Interns, Festival Publicist and other external contractors including designers, printers and distributors
<b>Key interfaces:</b>	Creative Producer, Business and Operations Manager, Associate Producers, media networks, corporate sponsors, partners and stakeholders

**Purpose of role:**

The Marketing & Communications Manager will be responsible for implementing and managing all marketing and communications activities for Next Wave. The role will provide operational leadership for Next Wave's marketing activities, driven by evidence-based decision making and rigorous evaluation. They also play a vital role supporting leadership staff with fundraising, development and stakeholder engagement.

**Specific accountabilities and tasks:**

Marketing Strategy

- Develop organisational and festival related marketing strategies that support Next Wave to achieve its strategic goals, including as they relate to organisational policies
- Maximise the potential of marketing initiatives through sound planning and budgeting
- With the Director/CEO, establish clear timelines for all Next Wave staff and artists to ensure marketing goals are met

Festival campaign

- Develop and deliver a marketing campaign for Next Wave Festival 2018 that may include: electronic and postal mail outs, cross promotion strategies, advertising, events, publicity and printed materials such as program guides, fliers, catalogues, posters and signage
- Coordinate the production and collation of written and image content for festival use, including the festival program, promotional materials, signage and media activities
- Proof read materials and format images for festival collateral
- Oversee design, print timelines, and distribution of the printed festival program, fliers and catalogues, posters, and signage.
- Maintain accurate records of marketing materials including archival records

Development and Sponsorship

- Assist all Next Wave staff in the preparation of submissions and proposals to funders including government authorities, corporate sponsors, in-kind sponsors, private donors, trusts and foundations
- Provide support to the Director/CEO, Deputy Director and the Next Wave Fundraising Sub-Committee in the delivery of Next Wave's Fundraising Plan
- Take responsibility for the administration and oversight of Next Wave's Change-Makers (small donor) program
- Evaluate the success of the sponsorship strategy including regular reporting, acquittals, servicing sponsorships and funding agreements, and maintenance of accurate records of dealings with sponsors

#### Staff, Contractors Interns and Volunteers

- Support the recruitment of the Marketing Coordinator, Interns, Festival Publicist, external designers and other relevant staff and contractors
- Manage, coordinate and delegate to staff, volunteers and external contractors so that marketing and publicity related deliverables and deadlines are achieved
- Contribute to the smooth running of the Next Wave office including phone answering, IT administration, volunteer management, handling enquires, mail outs and other duties from time to time

#### Digital

- Oversee Next Wave's digital presence, including but not limited to the organisational website, festival website and social media.
- In collaboration with all Next Wave staff, manage the content and functionality of all of Next Wave's digital platforms
- Develop and implement a social media strategy for Next Wave, to grow and diversify Next Wave's audiences and maximise engagement.

#### Media & Publicity

- Work with the Festival Publicist to develop and deliver a Festival publicity plan, adjusting and amending where appropriate.
- Strategically develop and maintain media partnerships and manage the roll out of the publicity strategy through these partnerships.
- Oversee the management of publicity for the festival, including the development of a publicity strategy that includes press, sponsor and artists' kits and photo shoots.

#### Data Management and Evaluation\*

- Manage and administer the development of Next Wave's CRM system (Salesforce), including maintenance of data.
- Design and deliver an evaluation strategy that maximises Next Wave's insight into both artists and audiences, incorporating but not limited to web analytics, surveys, attendance tally and feedback sessions
- Measure the effectiveness of content and marketing initiatives including via the use of web analytics and make ongoing recommendations for improvement

#### Policy and Advocacy\*

- Ensure that marketing strategies take into account Next Wave's policies and action plans related to access and inclusivity, and sustainability.
- Seek out opportunities for grants, awards and other recognition of Next Wave's achievements

#### Artist Support

- In collaboration with the artistic team, deliver workshops and coordinate guest speakers for learning and development programs
- Advise and assist festival artists on individual project sponsorship, marketing and publicity campaigns
- Provide templates and assistance to artists for marketing materials and coordinate bulk printing and distribution deals for artists and projects

\*The Marketing Manager reports to the Deputy Director in these specific areas.

**Selection criteria**

- Demonstrated ability to plan, deliver and evaluate innovative marketing campaigns;
- Experience in producing engaging content for digital and social media platforms, complemented by strong writing and editing skills;
- Demonstrated leadership qualities in driving results and building/maintaining relationships, particularly with designers, web developers and/or publicists;
- Ability to work with tight timelines and budgets
- Interest in and knowledge of the contemporary arts sector with experience working with emerging artists
- Experience using Salesforce or other similar CRM systems