

POSITION DESCRIPTION

Marketing & Communications Manager

Primary focus of position:

The Marketing & Communications Manager is responsible for developing and delivering the Museum's marketing strategy and campaigns, with the aim of attracting physical and online visitation, building knowledge and awareness of the Museum's brand and enhancing the Museum's image and reputation. The Marketing & Communications Manager also has responsibility for evaluating the visitor experience and undertaking research to discover the needs and interests of existing and potential customers.

The Marketing & Communications Manager is supported by a Copywriter and Graphic Designer, both of whom are contractors engaged on an ongoing basis. As a member of the Leadership Team, the Marketing & Communications Manager takes a lead role in supporting delivery of the Museum's strategic objectives and promoting the Museum's values internally and externally.

Reports to: Director & CEO

Responsible for: Copywriter (contractor), Graphic Designer (contractor), Marketing interns and volunteers

Hours: 0.6 of full time (ie 3 days per week)

Salary: Available upon inquiry

Key responsibilities and tasks:

KEY RESULT AREA	TASKS
1. Strategy and planning	<ul style="list-style-type: none"> Develop and regularly review and update the Museum's marketing plan Develop and periodically review the Museum's market segmentation model and promote internal understanding and use of the model in the planning and development of the Museum's program, products and services Manage and ensure organisation-wide implementation of the Museum's brand strategy and identity Develop and deliver marketing & communications campaigns for the Museum's major temporary exhibitions and other programs and activities as required Analyse and evaluate the effectiveness of marketing and communication activities

KEY RESULT AREA	TASKS
2. Digital marketing	<ul style="list-style-type: none"> Plan and deliver strategic and tactical digital marketing campaigns to promote the Museum's brand, exhibitions, programs and fundraising appeals utilising: <ul style="list-style-type: none"> – electronic direct mail – social media activity – the Museum website Monitor, maintain and recommend improvements to the Museum's website Manage the Museum's social media accounts and email marketing platform
3. Media, publications and strategic partnerships	<ul style="list-style-type: none"> Coordinate the development, design and production of all Museum marketing materials, including brochures, on-site signage and corporate publications ensuring consistency and adherence to the Museum's brand guidelines Manage and develop the Museum's media database Develop and manage strategic marketing alliances and partnerships to broaden the Museum's reach and increase its access to a variety of distribution channels
4. Evaluation and visitor research	<ul style="list-style-type: none"> Ensure processes are in place to capture and analyse visitors' demographic data Develop and oversee implementation of tools to evaluate visitors' experience of the Museum and to obtain their feedback on Museum exhibitions and programs Ensure that results of visitor evaluation are systematically collated, analysed and disseminated to relevant staff, to help inform exhibition and program development and improve visitor services Initiate and manage customer research projects as required
5. Management responsibilities	<ul style="list-style-type: none"> Contribute to the development of organisational policies, and ensure that all existing Museum policies, procedures and work practices are implemented and adhered to Ensure all organisational reporting requirements are completed in a timely and accurate manner Prepare and manage annual operational budgets for the Marketing & Communications department Actively participate in regular Leadership Team meetings and contribute to organisational strategic planning and other initiatives as required

Selection criteria:

- Degree in marketing, communications, PR or a related field
- At least five years' experience in a marketing role, with a strong understanding of marketing principles and contemporary marketing practice
- Demonstrated experience in developing and delivering multi-channel marketing and communication campaigns with a focus on achieving targets and increasing visitation / sales
- Competence and confidence operating digital channels including website, social media business accounts and email marketing platforms
- Excellent organisational skills and ability to set priorities and meet deadlines
- Excellent written and verbal communication skills and attention to detail
- Demonstrated ability to manage and negotiate relationships with internal and external stakeholders
- Knowledge and understanding of the local arts/cultural sector
- An understanding of the Jewish community and an interest in Jewish culture

How to apply

To apply for this position, please submit your CV and cover letter explaining your interest in and suitability for this role.

In your CV, for each position held:

- a) briefly outline the scope of your role and
- b) clearly detail your personal achievements in the role.

There is no need to directly address the selection criteria in your cover letter or in a separate document.

Referees

Please include a list of *potential* referees at the end of your CV. Please provide referees' names and current positions, with a brief explanation of how you know each other and what kind of insight they might offer on your background and skills.

Referees will not be contacted without your prior agreement, so you do not need to advise them at this stage that they are on your list.

Enquiries

If you have any questions about this position description or would like to talk about any aspect of the role before submitting your application, please contact Rebecca Forgasz, Director & CEO, on 8534 3630 for a confidential discussion.

Applications should be submitted by email to director@jewishmuseum.com.au