

Salamanca Arts Centre

Position Title	Marketing Coordinator (Part Time + Fixed Term)
Portfolio Area	Marketing
Classification	SAC Administrative Employee Level 4.1
Status and FTE	Fixed Term (12 Months) Part Time : 0.4FTE / 15.2 hrs p/week
Direct Reporting	CEO
This Position also works with	Venues Manager, Buildings & Facilities Manager, Arts Program Manager, Technical Manager, Bar Manager
Status and FTE	Fixed Term (12 Months) Part Time : 0.4FTE / 15.2 hrs p/week

The position of Marketing Coordinator is a Part-Time (0.4FTE / 15.2 Hours per Week) Fixed-Term Contract role, that reports to and is supervised by the CEO and is responsible for the successful marketing and promotions of the broad range of activities and events that take place within and throughout the Arts Centre. These activities and events may be those of individual and groups of artists who use our buildings and facilities; galleries, theatre, and other performance and exhibitions spaces, or may be activities and events that are initiated and produced by Salamanca Arts Centre.

Key Responsibilities

Promote all activities, exhibitions, performances, and events that occur at Salamanca Arts Centre, including Hirers' activities and events, Access Galleries Program and SAC Arts Program.

Rationale & Purpose of this Role

Salamanca Arts Centre operates within an environment of competitive and limited arts funding. However, we are comparatively fortunate to be able to generate revenue through rent receipts from our long-term tenants, venue hirers and others who use our services and resources from time to time.

We have been reminded, however since 2020, that even those revenue streams that usually are reliable cannot be guaranteed. Hence Salamanca Arts Centre needs to have a role within the organisation that identifies and articulates our unique selling points and other attractions to all our identified target audiences and markets.

The Purpose of the role of Marketing Coordinator is to deliver a planned and well-managed program of communications that encompasses all the activities that occur within and throughout Salamanca Arts Centre – and beyond - as well as the broad marketing of our venues and facilities.

The position of Marketing Coordinator involves the development and dispersal of timely, effective and successful Marketing and Communications resources in a range of formats, including digital and print, to internal and external audiences and stakeholders, to promote those activities that occur within the Arts Centre.

The Marketing Coordinator is responsible for maintaining effective lines of communication with all SAC Staff, to ensure that all necessary information on events, activities and other relevant occurrences is developed into clear and deliverable marketing strategies, which are then executed in a timely and efficient manner in order to achieve the stated aims.

The Marketing Coordinator may also be required to provide general and / or specialist arts editorial to journalists and general news media to ensure media coverage of SAC's Arts Programs and projects and, where required and in consultation with and approval from the CEO, coordinate external and internal communications related to other matters of public interest.

The Marketing Coordinator is also responsible for implementing Marketing and Communications strategies, in concert with the Business Development & Venues Manager, Arts Program Coordinators, and responsible for the ongoing management of SAC's website, eDM and all social media platforms.

The role works closely with SAC CEO, Business Development & Venues Manager, Arts Program Coordinators, and Operations Manager.

Operational Environment

Salamanca Arts Centre is a not-for-profit organisation governed by a board of up to nine non-executive directors who set the strategic direction for the organisation. It is managed by a CEO who delivers strategy and oversees the management and administration of all aspects of the organisation.

Salamanca Arts Centre works to be a valued and vibrant arts hub where creativity and opportunities should prosper, where artists are valued and supported, where audiences are valued and inspired and where diversity is respected.

Salamanca Arts Centre is also a heritage tourist attraction, providing community facilities and engagement, presenting and facilitating arts and cultural programs and projects, supporting resident arts businesses and cultural organisations that combine to contribute to Tasmania's cultural and general economy, employment and income base for artists and arts-based small businesses.

Organisational Culture

SAC operates within a flexible team-based environment. There is an emphasis on cross-skilling and team-based project development and delivery, and of mutual support to allow SAC Staff to share and listen to other perspectives, to learn and develop different skills and approaches to achieve operational objectives more effectively. Opportunity for work-related Professional Development is provided and encouraged.

Individual SAC Staff are encouraged to set personal and professional development goals and assume ownership of and responsibility for work outcomes.

SAC Staff and contractors operate as a safety conscious team with a focus on a holistic safety environment.

PERFORMANCE

Key Result Areas

Key Performance Indicators

Increased audience attendance and visitor numbers.	Implementation of the existing Marketing plans and strategies that measurably increase public awareness of SAC and its activities and venues and increases the annual number of audiences and visitors to SAC and its events.
Greater efficiency in gathering and managing relevant information and data.	Development and maintenance of effective and efficient Marketing & Communications systems, both administrative and operational, including databases, mailing lists, photo libraries.
Communications of Salamanca Arts Centre and its activities	Collection, maintenance and promotion of information relating to activities and events, utilising the SAC website, posters and banners. Source and collate accurate and relevant information for Social Media, e-news, advertising for all SAC events and activities.
Greater awareness and visitation	Collection, measurement and analysis of relevant data that demonstrates greater market awareness of SAC, its buildings and various Residents (Arts Organisation, Artists-in-Studios, Arts Retailers) and translation of that awareness into increased visitor numbers at Salamanca Arts Centre.

Qualifications

Essential:

- Experience in a comparable role in developing and delivering successful Marketing and Communications strategies, systems management and administration, and customer relations and service delivery.

Desirable:

- Tertiary Level Qualification in Marketing, Communications, Arts.
- Current and valid Driver's Licence.

Selection Criteria

- Excellent interpersonal, verbal, written, communication skills;
- Professional approach, self-starter with initiative;
- Excellent time management and experience in the development, management and coordination of efficient office operations and systems within a busy environment.
- Excellent organisational ability and experience, including the thorough, accessible documentation of operations;
- Excellent computer literacy, with knowledge and experience with software and web applications, including WordPress, Social Media (Facebook, Instagram), MailChimp, Humanitix, Eventbrite or similar, InDesign, Adobe Photoshop and Illustrator, Microsoft Office and FileMaker Pro;
- A demonstrated deep knowledge of and active interest in the arts.

Skills and Personal Attributes

- Optimistic and positive outlook;
- Calm, respectful, friendly, efficient manner;
- Flexible, adaptable, punctual, alert, attentive with effective inter-personal skills;
- Self-motivated, uses initiative and has ability to work unsupervised;
- Excellent time-management skills;
- Computer literacy across various software and web applications;
- Ability to manage other staff or volunteers as required.

The Position

This position requires enthusiasm, commitment and recent, relevant experience in contemporary Marketing & Communications, or transferable skills and experience. The incumbent will be motivated by an environment of artistic endeavour, cultural development, diverse audiences and community engagement.

Work Health and Safety

SAC Staff and contractors operate as part of a safety-conscious team with a focus on a holistic safety environment. All employees are required to report to the SAC WHS Committee and representatives at their site with respect to action taken to comply with WH&S requirements.

Employment Terms and Conditions

The role of Marketing Coordinator has been created as part of a necessary response to external changes to the economic and social environment in which Salamanca Arts Centre will need to operate to ensure it manages and mitigates all identifiable risks to its strategic development, let alone, its continuing existence.

List of Duties

- In consultation with the CEO, SAC Business Development & Venues Manager, and Arts Program Coordinators, agree on and implement a local / national / international Marketing & Communications Plan for SAC, its Arts Programs, activities and events.
- Maintain and update the SAC Website to ensure that information is current at all times.
- Create and distribute SAC's fortnightly e-news and other digital communications as required (Invites, Special Opportunities etc.).
- Coordinate creative contractors such as graphic designers, web developers, photographers, external distribution and relevant design, print and publication schedules, as required.
- Manage the production and distribution of SAC publications and promotional materials (including banners, posters, flyers, invitations, programs, Annual Report, guides, catalogues, signage, program and project reports and advertising), in digital and/or printed formats, and ensure all SAC Marketing, Promotions and Communications adheres to SAC Policies of Inclusion and Accessibility.

- Maintain and develop SAC's Social Media subscribes / followers and digital Invite and Contact Lists via FileMaker Pro, including Media Contacts, Associate Members, Subscribers (e-news), VIPs etc.
- Maintain and Develop SAC's Archive of Images / Photographic / Video database and track use.
- Compile and draft the Marketing & Communications section for the Annual Report, as well as compiling a library of suitable images of hi-resolution and that acknowledge the photographer and subject and ensure that all necessary permissions are obtained prior to publication.
- In conjunction with SAC CEO, manage the Marketing Budget for the organisation in relation to the annual budget, and individual program budgets.
- Prepare and distribute Media Releases and Media Kits, maintaining strategic links with the media on behalf of SAC.