
Position Description: Marketing & Communications Lead, Flying Arts Alliance Inc

Status: 5 days per week, 9.00 am – 5.00 pm (negotiable) or equivalent including lunch break.

Location: Judith Wright Centre of Contemporary Arts, Brisbane, Fortitude Valley

Reports to: Executive Officer

Direct Reports: Marketing Assistant (funded position)

Purpose of the Role

Contribute to the achievement of organisational goals through providing effective marketing and communications and support across the key areas of the organisation's business. As part of the Operations team and working alongside the Programs team, provide consistent brand management, marketing and communications services to support the organisation's programs and brand identity.

Job Summary

Under the direction of the Executive Officer, be responsible for leading the marketing and communications needs of key areas of the organisation's business including the By Request and Scheduled programs, Exhibitions, Events, Projects, Membership, RAF Programs and related services.

Duties and Responsibilities

- Coordinate and lead the delivery of:
 - Organisational brand management
 - Online and offline program communications, publications & promotions
 - Social media strategy and management*
 - Website management
 - EDM and email marketing campaign management*
 - Graphic design and desktop publishing as required*
 - General public relations as required*
 - Coordination of print collateral as required for programs and projects
 - Liaison with partners, audiences and stakeholders
 - Analysis and reporting on marketing and communications strategies
 - Monitoring and reporting on marketing/communications budget expenditure and variances
 - Working with Program team and EO to ensure Program marketing and communications needs are met
 - Marketing and communications advice and support to other staff as required

* Managing outsourcing of external providers as required and Marketing Assistant if funding permits

Knowledge, Skills, and Abilities

- Knowledge of and skills in marketing, communications and brand management
- Knowledge of and skills in online communications, including email marketing and social media
- Knowledge of modern business communications, including style and format of letters, memoranda and reports, direct mail, media releases, web and social media communications
- Ability to work in PC environment including high level proficiency in Microsoft 365 suite, Adobe Creative suite, Word Press, Google Analytics, social media applications/analytics, Salesforce, Mailing List software and scheduling tools
- High level written and interpersonal communication skills

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- Ability to liaise and work with service providers and relevant stakeholders
 - High level customer service ethos
 - Ability to work in a small team in a fast-paced office environment

Shared Values Required for Success

- Collaboration
- Respect
- Sustainability
- Flexibility
- Innovation

Key Selection Criteria

Essential

- Tertiary qualifications in Marketing and Communications
- 3-5 years marketing and communications experience in relevant industry/sector
- Experience in marketing and communications logistics and production coordination
- Awareness of contemporary marketing and communications tools, trends and practices
- High level proficiency and literacy in Microsoft 365, website and social media platforms
- Exceptional organisation and time management skills
- High level written and interpersonal communication skills
- First class customer service ethos
- Proven ability to work effectively in a small agile team
- Demonstrated ability to work collaboratively and share knowledge

Desirable

- Knowledge of regional and remote Queensland
- Interest in the visual arts

Other Requirements

- Current Driver's Licence (preferable);
- A permanent right to work in Australia; and
- Ability to work outside regular office hours if and as required