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Suite 2, 155 Keen Street
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POSITION DESCRIPTION

Position Title:	Marketing & Communications Manager
Reports to:	Executive Director

LOCATION

Lismore, NSW

ABOUT ANR

As the peak arts organisation for our region, Arts Northern Rivers delivers services and projects that foster artistic innovation and excellence, and works to ensure access and engagement with arts and cultural activity.

To achieve this, we deliver an annual program of skills and professional development workshops, a dedicated strategy for supporting and sustaining Indigenous art and culture and offering tailored support and advice for individuals in our region.

We are an independent not-for-profit organisation, supported by Create NSW and Northern Rivers local governments.

SUMMARY OF POSITION

The Marketing and Communications Manager at Arts Northern Rivers is responsible for implementing strategic marketing and communication initiatives to promote the organisation, and for management of the Northern Rivers Creative artists directory.

They compile, maintain, and promote communication platforms, manage social media accounts, and oversee the design and production of marketing collateral.

The Manager plays a key role in securing media coverage and works closely with the Executive Director to develop innovative marketing strategies. They ensure strategic dissemination of information to key stakeholders, regional sectors, and local government bodies.

This role requires strong copywriting skills and the ability to maintain consistent messaging across various marketing materials.

DETAILS OF EMPLOYMENT

This is a part-time position working 9am to 5pm, 3 days per week)based in our office in Lismore CBD.

SALARY & BENEFITS

The salary is \$65-70k per annum (pro rata 3 days)

Superannuation contribution (11% of salary)

Warm and welcoming team culture

Contemporary new office space located in central Lismore

DUTIES:

Compile, maintain, and promote Arts Northern Rivers' communication platforms:

- Manage and update all digital platforms, including websites, social media, and eNews.
- Coordinate communications with local councils and other relevant stakeholders.

Develop and manage marketing and communication needs:

- Oversee marketing and communication strategies for Arts Northern Rivers and Northern Rivers Creative.
- Ensure effective promotion of the creative industries in the region.

Manage social media platforms:

- Administer and maintain Arts Northern Rivers and Northern Rivers Creative social media accounts.
- Create engaging content, interact with followers, and monitor social media performance.

Design and production management:

- Take charge of the design and production process for all Arts Northern Rivers collateral.
- Ensure consistent branding and quality of promotional materials.

Copy development and publication:

- Create and publish compelling copy and project-related marketing materials.
- Maintain consistent messaging and tone across various communication channels.

Secure and manage media coverage:

- Proactively obtain media coverage in local, national, and international arts media outlets.

- Build and maintain relationships with journalists and media representatives.

Strategic information dissemination:

- Strategically disseminate information to key regional sectors, local government bodies, partners, and stakeholders.
- Ensure targeted and effective communication to maximise reach and impact.

Collaborate with the Executive Director:

- Work closely with the Executive Director to develop and implement strategic and innovative marketing strategies.

ESSENTIAL CRITERIA – TO BE ADDRESSED IN YOUR WRITTEN APPLICATION

1. Qualification in arts management, cultural studies, digital marketing, or relevant experience working in the arts or arts-related field
2. Demonstrated quality in writing skills (including articles, media releases and reports) and digital content creation
3. Demonstrated experience in developing and delivering marketing & communications campaigns, including managing social media and public relations
4. Demonstrated excellent attention to detail and oral communication skills
5. Experience in setting/maintaining budgets and budget reporting
6. Demonstrated experience in working autonomously and independently
7. Demonstrated high level of computer literacy (Adobe, Mailchimp, Socials) and current digital marketing tools including analytics
8. Demonstrated experience in managing website content and CMS management.

DESIRABLE CRITERIA

1. Knowledge of emerging trends and technologies, and best practices in the arts and cultural sector
2. Knowledge of the arts and cultural sector of Northern Rivers region
3. Experience working with local governments
4. Experience with graphic design.

