

BUNDANON TRUST

POSITION DESCRIPTION

Position Title: Marketing & Communications Officer
Reports To: Chief Executive Officer
Roles Reporting To This One: None

INFORMATION FOR APPLICANTS

The position holder will manage Bundanon's marketing and communication tools including content management of the Trust's website; in house design for e fliers and internal documents and publicity and will oversee all external design, print and media communication.

The role is a key point of contact for a range of current and potential users seeking information about, and access to, the Trust's facilities and programs.

OVERALL RESPONSIBILITIES

- Recommend marketing strategies which will grow and diversify audiences and consolidate Bundanon's profile regionally, nationally and internationally.
- Co-ordinate Bundanon's internal and external communication tools, including its website, e stream and database
- Co-ordinate the design, print and distribution of Bundanon's marketing collateral.
- Develop and monitor relevant budgets and maintain all records.

SELECTION CRITERIA

Essential

- Tertiary qualifications in marketing, design or a related field, and/or extensive job related experience.
- Experience in web and database management
- Experience in managing print and design, including proofing and budgeting
- Excellent verbal and written skills
- Excellent negotiation, inter-personal and communication skills.

- Demonstrated experience working within a multi-disciplinary team environment.
- Flexible attitude to responsibilities and working hours.
- Up to date knowledge of relevant computer software systems including some or all of the following: Adobe Creative Suite CS2, including InDesign, Photoshop and Illustrator; Microsoft Powerpoint; Filemaker Pro and Drupal, an open-source content management platform.
- Current NSW Class C driver's licence.

Desirable

- Demonstrated success in developing marketing strategies
- Knowledge of the Australian arts and education sectors

PRINCIPAL DUTIES AND RESPONSIBILITIES

Marketing

- Work with the CEO and senior managers to develop an appropriate marketing plan and strategies for Bundanon's facilities and arts and education programs.
- Identify new opportunities to promote Bundanon locally, regionally, nationally and internationally.
- Identify new relationships of benefit to Bundanon and maintain existing partnerships.
- Represent Bundanon in appropriate forums and assist with on site events and promotional opportunities off site.

Communication

- Maintain Bundanon's website, including updating information and developing new content for inclusion.
- Develop e streams to communicate with subscribers to Bundanon's programs and other constituents as required.
- Oversee Bundanon's database and supervise data entry and updates.
- Assist the general public and specialist users with enquiries about Bundanon.
- Develop information for distribution to the media and other outlets.
- Place all advertisements.

Design, print and distribution

- Manage the production of Bundanon's print material including the regular program brochure, specialist event material, annual report, Christmas card and other print material as required.
- Liaise with designers, printers, distributors and other specialist providers.
- Undertake in-house design tasks as required.
- Organise the distribution of all print material.
- Create e flyers and advertisements within given templates and co-ordinate their distribution

Budgets and records:

- Develop and monitor budgets relating to all of Bundanon's marketing collateral.
- Monitor audience participation and maintain all statistical records pertaining to participation across all Bundanon's programs of activity
- Maintain records and documentation of press coverage, advertising and other relevant material

Other duties as required.