



JOB DESCRIPTION

Title:	Marketing and Development Manager
Hours:	Full time 37.5 hours per week
Basis of employment:	One year contract
Salary range:	\$55-65,000 per annum, depending on experience, plus superannuation
Employment conditions:	Four (4) weeks annual leave

Performance Space's standard Terms and Conditions of Employment form part of this job description.

Applications Due: Friday 5pm, 17 March 2017

Performance Space

Performance Space is the crucible for risk-taking artists. Emerging over 30 years ago in response to artists' articulated desire to explore and investigate new forms of art, Performance Space has consistently identified, nurtured and presented new directions in contemporary practice. We champion risk, experimentation, and new modes of creative expression. Performance Space continues to evolve and renew to meet the needs of the independent sector and explore new models for developing and presenting the most critical and important new work.

The breadth of our organisational and artistic activity is informed and underpinned by a commitment to diversity. Performance Space embraces a diversity of artistic and cultural perspectives as being fundamental to a vibrant and engaging experimental arts culture. We therefore privilege the work of Aboriginal artists, practitioners from diverse cultural backgrounds, artists exploring new takes on sex and gender, disability and artists pushing the boundaries of the human through experiments with new technology.

OUR VISION

To be a world leading experimental arts organisation, championing new developments in artistic practice and connecting artists and audiences with the most dynamic and innovative new work across the Asia Pacific to expand our understanding of what contemporary art can be.

Performance Space is supported by the Australian Government through the Australia Council, its arts funding and advisory body and the New South Wales Government through Arts NSW. Performance Space is an anchor tenant at Carriageworks.

performancespace.com.au

Marketing & Development Manager: Duties

Under the supervision of the General Manager, the Marketing & Development Manager works to increase Performance Space's profile, audiences and supporter base. They are the primary point of contact between Performance Space and our audience, subscribers and key stakeholders; in particular, donors, funders, sponsors and philanthropic organisations.

Working closely with the General Manager, the Marketing & Development Manager manages the delivery of Performance Space's marketing and development plans. This role oversees all areas of communication including social media, e-news, website, media and working with internal and external partners.

MARKETING:

- Manages and delivers a Performance Space marketing and communications plan, including innovative and coordinated strategies across platforms to grow new audiences and retain existing audiences;
- Develops and delivers innovative marketing materials that promote Performance Space's programs and activities including;
 - digital platforms
 - print and signage collateral
 - copywriting and editing
 - distribution
 - liaising for cross-promotional opportunities.
- Develops and maintains Performance Space's online presence through the maintenance and growth of our website, social networks, listings, and other digital marketing;
- Coordinates advertising for Performance Space;
- Manages key relationships with our publicist, the Carriageworks marketing team, designers, marketing and media consultants, as well as any staff and volunteers working on marketing and development projects;
- Implements and manages audience research strategies including focus groups and online surveys;

DEVELOPMENT:

- Instigates and manages relationships between Performance Space and key stakeholders including but not limited to donors, philanthropic organisations, funders, sponsors and special interest groups (e.g. tertiary sector). Develops and grows our donor base;
- Supports Performance Space's Artistic Director, General Manager and members of the Board in their pursuit and maintenance of current and existing supporter relationships;
- Manages the development and delivery of Performance Space's VIP and donor events, and oversees a year-round program of stakeholder engagement;
- Is responsible for the implementation of Performance Space's Development Plan, working with the General Manager and Board and Development Sub Committee to achieve annual financial targets. S/he prepares quarterly Development Reports to Board on the progress of the Plan;

- Maintains an overview of Performance Space's funding from philanthropic trusts and foundations and other funding applications. S/he works with the General Manager and Programming Team to compile trust and foundation applications;
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- In consultation with the General Manager, is responsible for Performance Space's overall marketing and development budgets
- Undertakes general duties as required including office administration, general enquiries and attending staff meetings.

Marketing & Development Manager: Person Specifications

It is **essential** that the Marketing & Development Manager has:

- outstanding relationship management and communication skills
- exceptional copywriting, editing and verbal communication skills and significant experience in this area
- experience in developing effective marketing collateral across print and electronic media
- solid experience in project management and event delivery
- the ability to strategise whilst also paying attention to detail
- proven research and analysis skills
- demonstrated initiative and an ability to problem solve in the work-place
- excellent computer skills, including experience of design and web software, word processing, spreadsheets, databases and mail clients.

It is **desirable** that the Marketing & Development Manager has:

- proven marketing and communication skills
 - knowledge and experience of fundraising and development in an arts context
 - experience developing and implementing digital marketing campaigns
 - knowledge of the arts and in particular experimental and contemporary arts
 - experience working with Mac computers, Adobe suite; especially InDesign and Photoshop skills
 - video editing experience
 - experience working in a small organisation
 - experience in managing budgets
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ENQUIRIES:

To enquire about this post, please call Vanessa Lloyd, General Manager on 02 8571 9116.

TO APPLY:

Please send the below requirements to our General Manager Vanessa Lloyd at vanessa@performancespace.com.au no later than 5pm Friday, 17 March.

- a curriculum vitae (cv) of no more than two pages;
- a statement of no more than two pages that:
 - addresses why you would like to work for Performance Space, and
 - illustrates how your skills, knowledge and experience match the duties and role specifications.

Please ensure your full contact details including phone number and postal address, are included in your cv or covering email.

Email your application to vanessa@performancespace.com.au, providing all attachments as pdfs.

Performance Space is committed to equality and diversity, through our program of activities and as an employer. Our practices and procedures aim to reflect the varied needs, expectations and culture of all members of our community. We make every effort to ensure that no member of the community receives less favourable treatment in our recruitment or when accessing our services on the grounds of gender, gender identity, disability, race, religion or belief, age or sexual orientation.