



Multicultural Arts Victoria Inc (MAV)

Marketing & Communications Officer

Salary Range: \$50,000 to \$54,000 Employer Superannuation Guarantee + 4 weeks annual leave FTE, pro rata

Hours: 0.8 (4 days)

Reporting: Chief Executive Officer

Reports Directly to General Manager

ORGANISATIONAL CONTEXT

Multicultural Arts Victoria (MAV) is a lead arts organisation, generating positive social outcomes by promoting understanding, acceptance and respect, celebrating difference and diversity through the arts. The organisation advocates for, facilitates the development of, and showcases contemporary arts, artists and communities of diverse cultures, to enrich the expression and image of our multicultural Australia. Our diverse program of concerts, exhibitions and unique events aims to integrate contemporary multicultural arts with community, social and cultural progress. MAV's Guiding Principles: Arts + Diversity, Equity, Social Justice, Inclusion, Partnership, Respect and Human Rights MAV is an equal opportunity employer.

PURPOSE OF POSITION

The MAV Marketing & Communications Officer (M&CO) supports the vision and strategic direction of Multicultural Arts Victoria through all marketing and communications activities. The role oversees and implements the delivery of both project-based and organisational marketing, with a focus on building organisational profile. The position works with the MAV staff team including the CEO, GM and the Board to plan for effective promotion of Multicultural Arts Victoria and its activities while making the most efficient use of resources.

The M&CO is also responsible for maintaining effective regular communications with MAV's wide range of contacts, including artists, audience, members and supporters and will work closely with MAV Senior Executive, Program Staff, Administration, Finance, Publicity and Design to ensure a strategic communications strategy is implemented.

Key Marketing Responsibilities

- Contribute to the development and delivery of a strategic marketing strategy in line with the organisation's business plan and annual program.
- Develop and review an evaluation strategy and framework for reporting to our funders and stakeholders.
- Manage the concept development, production and delivery of MAV's marketing collateral, including annual program, annual report, posters, program brochures and one-off marketing campaigns.
- Monitor quality and presentation standards of all marketing materials and activities.
- Write copy and manage copywriting and proofreading for all marketing collateral.

- Develop media, marketing and promotional opportunities with external agencies and organisations.
- Develop and maintain effective relations with members, sponsors and key stakeholders.
- Maintain relationships with key contractors, publicists, graphic designers, web developers and ensure MAV's branding & key messages are represented in all materials.
- Advocate for and promote MAV to the wider community.
- Negotiate and manage annual marketing budgets and source in-kind support.
- Provide professional advice and assistance to other staff as needed.
- Assist in the management of the MAV image bank, website, database and contact lists.

Communications & Public Relations

- Be responsible for MAV's social networking and digital communications, helping to create a unique voice and brand for the organisation.
- Generate copy and compile MAV's regular e-news (fortnightly) and regularly update website, Facebook, twitter and Instagram.
- Prepare & distribute regular media releases in collaboration with program staff and develop and maintain connections with print, online, radio and other media outlets to ensure MAV maximises its publicity opportunities in a cost-effective manner.

Audience development:

- Enhance membership and community engagement.
- Ensure that MAV's marketing & audience development activities reflect a positive and strong organisational brand.
- Coordinate and deliver key CALD co-marketing initiatives (including Melbourne Festival, Melbourne Theatre Company and the Arts Centre).
- Manage the collection and analysis of audience data (including regular audience/participant/artist surveys, attendance numbers & demographics etc.) and help use this information to improve programming, audience development initiatives and annual reporting.

As a staff member:

- Foster a culture of collaboration, access and equity both internally and externally.
- Supervise subcontractors, interns and volunteers involved in MAV's program and marketing activities.
- Represent MAV at meetings, functions and industry events.
- Contribute to reports and acquittals to funding bodies and government organisations.
- Actively participate in strategic planning and business development at an organisational level.

Organisational Relationships & Extent of Authority & Accountability

- The M&CO will report to the CEO, directly report to the General Manager and will work closely with the MAV staff team.
- The M&CO consults with the MAV team. CEO, GM, Project Officers, Administration, Publicity & Finance on evaluation, expenditure and budgetary requirements as well as final confirmation and approval of all materials.

- The Officer is accountable to the Chief Executive Officer and MAV Board for all aspects of his/her work.

Working Hours

The MAV office is open Mon-Fri 9am-5pm. The hours worked will be negotiated with the incumbent and may change from time to time. The incumbent may be required to work at MAV events held outside usual working hours. Time off in lieu must be regulated in consultation with the General Manager.

SELECTION CRITERIA

ESSENTIAL EXPERIENCE, SKILLS AND KNOWLEDGE

Experience and Qualifications

- Tertiary qualification, and/or equivalent experience in marketing.
- Proven experience in a similar role, including demonstrated experience in media or marketing relations and achieving successful outcomes.
- An understanding of the importance of audience data collection and the capacity to analyse and interpret data and use this information to build more effective marketing & communication campaigns.
- Experience in evaluation.
- Demonstrated experience in producing in-house and out-sourced printed and on-line communication and promotional materials.

Skills & Knowledge

- High-level of skill in a range of new media and digital communication software and systems
- Ability to maintain a whole of organisation approach to communications
- High-level written, verbal, visual communication and website management skills
- An exceptional communicator with the capacity to generate succinct and engaging copy, and with an eye for proofing and editing.
- Ability to plan, organise and prioritise projects and routine tasks effectively.
- A thorough understanding of MAV sponsors, funders, philanthropic supporters and their requirements.
- Efficiency and the capacity to work with tight deadlines and budgets.

Personal Attributes

- Professional, open and friendly outlook towards clients, MAV members and colleagues.
- Ability to negotiate and communicate confidently with a broad range of people from diverse backgrounds.
- Supportive attitude towards creative people and processes with a genuine interest in developing multicultural arts for our artists and communities.
- Positive and pro-active 'can do' attitude towards duties and projects.
- Self-motivated and able to manage own time with limited supervision.
- Able to work well as part of a small team within a busy office.

DESIRABLE EXPERIENCE, SKILLS AND KNOWLEDGE

- Experience working with community groups and artists from non-English speaking backgrounds.
- Familiarity with Adobe Creative Suite is considered desirable but not essential.



MULTICULTURAL ARTS VICTORIA IS SEEKING A MARKETING & COMMUNICATIONS OFFICER

- Are you passionate about multiculturalism, diversity and the arts?
- Are you a savvy marketer that wants to make a difference?
- Are you a person with vision and determination?

Multicultural Arts Victoria (MAV) is looking for a skilled and strategic Marketing and Communication Officer (part time - 0.8 EFT) with a creative approach to the role and with an innate understanding of audience development

Multicultural Arts Victoria provides vital connections, support structures and pathways that enable culturally diverse artists and communities to create exceptional art. We produce over 300 performances and workshops annually, reaching audiences of over 1 million people.

We seek an experienced and passionate Marketing and Communications Officer who will work closely with the MAV team to build relationships and develop an exceptional arts program that embraces diversity. MAV's Guiding Principles: Arts + Diversity, Equity, Social Justice, Inclusion, Partnership, Respect and Human Rights. MAV is an equal opportunity employer.

A one-page cover letter and application addressing the selection criteria plus a brief curriculum vitae detailing relevant skills and work history, with names and contact details of 2-3 referees to be forwarded to:

Chief Executive Officer, Multicultural Arts Victoria, PO Box 5113, South Melbourne VIC 3205 or email office@multiculturalarts.com.au or Level 1, 208-220 Bank Street, South Melbourne VIC 3205

Applications close 5.00pm on Monday Oct 2

1. Your application should consist of a one-page cover letter, a document addressing the Key Selection Criteria only (max 3 pages), a brief CV, and the names and contact details of three professional referees. Please keep in mind that if you don't address the selection criteria we will be unable to assess your application.
2. Applications should be sent to office@multiculturalarts.com.au with the subject line: Marketing & Communications by 5.00pm on Monday Oct 2
3. We will be short-listing candidates during the week of 3-6 October and interviews will be held as soon as possible.
4. While all applications will be acknowledged by email, only shortlisted applicants will be contacted personally.
5. Preferably, this role has an immediate start – if you already know that you are not be available to start immediately, please mention this in your covering letter and advise of starting time.

For a full position description visit www.multiculturalarts.com.au