

MUSICSA JOB AND PERSON SPECIFICATION

Title of Position:	Marketing & Development Manager
Reports to:	CEO
Key Relationships:	MusicSA Staff, Board of Directors, Government, funding bodies, media, sponsors and donors, industry stakeholders and partners, artists, venues
Contract Term:	Eighteen months (18months)
FTE:	FTE1.0

MUSICSA

South Australia is a vibrant, world class cultural community and home to Australia's only UNESCO City of Music. The proud legacy of the state's iconic musical heritage underpins the success of today's local and unique contemporary music industry, which is both noted and envied for its innovation, liveability and creative drive.

MusicSA is the peak body and advocate for the South Australian contemporary music industry. A not-for-profit organisation, MusicSA is committed to promoting, supporting and developing the local industry by focussing on nurturing careers, creating pathways, developing strategic projects, delivering industry and professional development opportunities and connecting artists, audiences, venues and businesses.

POSITION SUMMARY

The Marketing & Development Manager is responsible for the development, delivery and evaluation of marketing, communications and fundraising strategies for MusicSA across core business, projects and events. This includes responsibility for the corporate branding, positioning and profile of MusicSA as a NFP advocacy organisation, implementing bespoke marketing and comms strategies for industry development programs, training and event projects, identifying and cultivating sponsorship and philanthropic partnerships on an annual and project basis, and meeting sponsorship, donor and advertising revenue targets.

The role spans digital and print marketing activity, management of websites, social media and publicity channels, budget and financial responsibility for campaigns, advertising and revenue raising, corporate positioning, and soliciting strong industry and public engagement from artists, businesses, venues, stakeholders and audiences through marketing, comms and public relations activity.

KEY RESPONSIBILITIES

Marketing and Communications

- Build a strong, recognisable and respected brand and profile for MusicSA
- Develop and implement marketing, promotions and comms strategies for MusicSA core business, industry development programs and projects
- Manage and monitor MusicSA websites and digital assets ensuring information is current and relevant
- In conjunction with the Administration Manager, undertake and supervise web developer liaison
- Develop and deliver a streamlined suite of external-facing communications that promote the business and value of MusicSA, including e-newsletters and social media
- Monitor, evaluate and report on marketing and media activity, data sets, outcomes and analytics, including responding to requests for information from stakeholders, government and the Board
- Contribute to the development and acquittal of grant and funding applications
- Schedule and book advertising and monitor outcomes
- Support corporate and program public relations and publicity activity through the generation and distribution of media releases and/ or the engagement of contracted publicists, photographers and marketing contractors
- In conjunction with project managers, support the management of registration and submission processes, published programs, guest lists, ticketing and audience engagement
- In conjunction with project managers plan and deliver program launches and opening events
- Deliver graphic design outcomes and activity and/ or engage and supervise graphic designers where appropriate and resourced
- Organise documentation of relevant projects/programs in the form of photography and/ or videography
- With the support of the Industry Development Manager, participate in industry development activities as a presenter, advisor or workshop leader and provide marketing-based industry development advice on occasion

Business Development

- Develop and drive sponsorship and donor strategies for MusicSA and meet targets
- Maintain and extend relationships and partnerships with existing MusicSA sponsors, donors and stakeholders
- Identify, research and develop a suite of potential new sponsors, donors and stakeholders to partner with MusicSA on an annual, program and project basis
- Develop sponsorship and donor proposals and pitches and in conjunction with the CEO, pitch and present to potential partners
- Manage, monitor and evaluate sponsor and donor relationships and partnerships, ensuring obligations, deliverables and high satisfaction rates are achieved
- Contribute to developing grant and funding applications and identify new sources of revenue and income, including maximising advertising opportunities with MusicSA

Finance & Administration

- In conjunction with the CEO prepare achievable and realistic marketing budgets and provide regular budget updates
- Track and monitor actual expenditure and income against budgets, make necessary adjustments and ensure programs are delivered within approved financial parameters
- Ensure the timely processing of accounts payable and receivables
- Ensure thorough and up-to-date documentation of all marketing activity and archives is stored on the MusicSA server
- In conjunction with the Administration Manager, ensure marketing-related systems and processes are efficiently and professionally administered

HR and WHS

- Supervise assigned marketing staff, casual employees and contractors
- Draft and prepare contractor and supplier agreements and ensure appropriate licenses and documentation is in place
- Provide positive role modelling within the organisation and contribute to a positive, respectful and engaged workplace culture
- Mentor and support junior staff, interns, volunteers and work experience students where appropriate
- Maintain a safe workplace and environment, comply with all WHS policies and procedures and promptly report any WHS issues or concerns
- Facilitate the promotion of recruitment processes for MusicSA roles

REQUIRED SKILLS AND EXPERIENCE

- Tertiary qualifications in marketing, communications and/ or media
- Prior professional experience as a marketing or communications manager or high-level coordinator
- Demonstrated and comprehensive understanding of marketing and promotions principles, methodologies and trends with experience in developing and delivering successful music, arts, cultural and/ or events campaigns and outcomes
- Interest in the contemporary music industry and an awareness of marketing and promotions of and for contemporary music, music events and audiences
- Experience in developing and managing a diverse range of marketing projects, programs and activity in a busy and dynamic environment
- Outstanding literacy and computing skills, including experience in copywriting and generating creative, digital and graphic content and proficiency in Adobe Creative Suite
- Understanding of budgeting, revenue and expense control, budget tracking and reporting, and the management of invoicing processes
- Experience in facilitating positive collaborative partner, stakeholder and industry networks and relationships
- Exceptional verbal and written communication and interpersonal skills that fosters cooperation and trust and builds networks and productive relationships
- Exceptional customer and client service and external-facing interpersonal skills

- Ability to think creatively to drive efficient outcomes and develop innovative marketing and digital solutions
- Ability to work in a highly collaborative and respectful manner in a small team environment
- Outstanding organisational, time management and problem-solving abilities, with the capacity to multi-task and achieve outcomes under pressure and to deadlines
- Demonstrated ability to discuss and resolve differences and issues in a consultative, respectful and culturally sensitive manner
- Ability to prioritise and work efficiently in a fast-paced environment

SPECIAL CONDITIONS

- Out of hours work is required
- MusicSA has a flexi-time and TOIL arrangement and overtime is not applicable
- A current Working With Children certificate is required