

POSITION DESCRIPTION

Position Title:	Manager – Marketing and Communications
Reports to:	Executive Director
Salary & Conditions:	Negotiable. Starting at \$85,000 (Full-Time) per annum plus superannuation. FBT salary packaging available.
Date:	March 2021

Leading Western Sydney arts organisation Information and Cultural Exchange (I.C.E.) wishes to employ a dynamic Manager – Marketing and Communications to lead the organisation’s marketing and communications strategy.

The Manager - Marketing and Communications will be a pivotal member of the I.C.E. team.

Duties

HUMAN RESOURCE MANAGEMENT	<ul style="list-style-type: none"> Lead through vision and values, showing commitment to ethical and privacy issues
PROGRAM MANAGEMENT	<ul style="list-style-type: none"> Research and keep abreast of developments in digital media, social media, online platforms and arts, particularly innovative practices utilising digital arts and information technology Research and keep abreast of issues in the not-for-profit arts, cultural and information technology sectors
PLANNING	<ul style="list-style-type: none"> Strategically develop the Marketing and Communications Plan to enhance the visibility of I.C.E. and assist in the re-establishment of the organisation’s position as a sector leader Evaluate marketing/communication performance Develop innovative and relevant social media and online communications plans Assist the preparation of funding proposals as required Pursue and manage cross-promotional opportunities. Contribute to I.C.E. strategic planning and evaluation
RELATIONSHIP AND PARTNERSHIP MANAGEMENT	<ul style="list-style-type: none"> Develop and maintain strong relationships with key influencers and supporters across a range of sectors, including media, arts, not-for profit, business, education, government and other relevant sectors Represent I.C.E. professionally and ethically in a range of forums and meetings in order to increase awareness of, support for, and collaborations with the organisation

MARKETING	<ul style="list-style-type: none"> ▪ Devise, manage and deliver marketing and communication strategies (across print, TV, radio and digital) ▪ Manage marketing and communication stakeholder relationships ▪ Devise and develop collateral, digital and promotional assets and media releases as required ▪ Create and manage relevant contacts and networks database ▪ Prepare and distribute marketing and communication collateral ▪ Ensure that all collateral acknowledgements align with funding agreements ▪ Devise and deliver a schedule of media opportunities re the Program and the Organisation ▪ Coordinate collateral design, production and distribution ▪ Manage all media interactions and events ▪ Maintain an accurate and up-to-date dropbox of media assets ▪ Accompany staff/artists/community to media calls ▪ Ensure consistency between print and digital collateral.
COMMUNICATION	<ul style="list-style-type: none"> ▪ Manage the review of social media and website ▪ Ensure marketing/communication is supported through social media with appropriate hashtags, links, credits ▪ Manage and edit all written marketing/communication collateral ▪ Be the point of contact for marketing and communication ▪ Represent I.C.E. at conferences and events as required.
BRANDING	<ul style="list-style-type: none"> ▪ Manage the review of I.C.E. branding ▪ Create and manage the I.C.E. style guide ▪ Oversee the design and use of marketing and communication visual materials (including photography, flyers, invitations).
GENERAL POSITION DUTIES	<ul style="list-style-type: none"> ▪ Play an active role in strategic reviews and contribute to the wider thinking, planning and evaluation of the organisation to enable its sustainability. ▪ Work closely with the Executive Director, the Finance and Administration Manager, and the Development Consultant to ensure alignment of strategic direction, research outcomes and complementary programming. ▪ Work flexible hours, including weekend work when required
ORGANISATIONAL/ ADMINISTRATIVE DUTIES	<ul style="list-style-type: none"> ▪ Attend ICE stakeholder, staff, team, senior management and other meetings and events as required (such as Annual General Meetings and Special General Meetings). ▪ Ensure compliance with governmental and regulatory agencies, relevant laws, policies, contracts, insurance agreements, and Occupational Health & Safety. ▪ Participate in staff development and training activities as required. ▪ Participate in the general daily routine of I.C.E. such as recording of timesheets, general office procedures and maintaining statistics/ data

	<ul style="list-style-type: none"> ▪ Provide bi-monthly written reports to the Executive Director ▪ Work harmoniously as part of a team to support and ensure successful delivery of I.C.E. programs and activities. ▪ Undertake other duties as required by the Executive Director.
OTHER DUTIES	<ul style="list-style-type: none"> ▪ Monitor and acquit the marketing and communication budget ▪ Keep accurate records of all media ▪ Maintain library/archive of all graphic, photographic, audio and moving image materials ▪ Attend Board and stakeholder meetings as required ▪ Prepare Board reports/submissions as required.

Selection Criteria

- Tertiary digital marketing, communications degree or equivalent industry experience
- Experience in the development and delivery of successful, strategic communication and marketing strategies
- Experience in liaising with a diverse range of stakeholders, including government agencies, the philanthropic and corporate sectors and current I.C.E. donors
- Experience in building strong working relationships and partnerships with a wide range of stakeholders especially media and marketing professional
- Experience using WordPress or similar WYSIWYG website CMS, Google Analytics, Google AdWords CMS, Survey Monkey and Photoshop.

Skills Required

- Highly developed understanding of strategic approaches to communications and marketing
- Excellence in writing and editing
- Highly developed verbal and written communication skills
- Attention to detail
- Confident relationship management and negotiation
- Ability to manage multiple tasks and deadlines
- Excellent working knowledge of websites and social media platforms
- Ability to work collaboratively within a team to achieve organisational goals.

Key Relationships

- Executive Director
- Board of Management
- I.C.E. Producers
- Media
- Arts Sector Peers.

Commitment

Core to the success of the position will be a deep understanding of marketing and communications as they pertain to contemporary arts, diversity and inclusion, and enthusiasm for working with vulnerable communities: At-risk youth, Artists with Disability, First Nations people, Emerging screen and digital artists, Migrant and Refugee families and Seniors in Aged-care.

An equal opportunity employer, I.C.E. supports flexible working arrangements

How to Apply:

Your application must include a cover letter addressing the Selection Criteria, a current resume and contact details for 2 referees.

Please email your application by **5pm, Friday 16 April 2021** with '**Application for Manager – Marketing and Communications**' in the subject line to: I.C.E. Executive Director, Anne Loxley at: **director@ice.org.au**

For enquiries:

Please contact Anne Loxley on 02 8821 9157

Visit: www.ice.org.au/jobs

NB: The position must undertake a Police Check and Working with Children check prior to commencement. This position is for ten months (with an initial three-month probationary period and performance review every three months).