

Marketing Coordinator

Nexus Multicultural Arts Centre Inc (Nexus Arts)

Salary: \$50,000 pro rata

Hours: 0.2 (1 day per week)

Commencement Date: negotiable

End Date: 31 December 2020

Reports to: General Manager

ORGANISATIONAL CONTEXT:

Nexus Arts is a leader in culturally diverse and intercultural artistic practice. We are the only contemporary arts organisation in South Australia with this focus, and have been throughout our 35-year history. Nexus presents contemporary art of the highest quality which explores, promotes and celebrates cultural diversity, creating authentic opportunities for artists from different backgrounds to connect, intersect and collaborate. We strive to foster excellence in contemporary arts by supporting culturally diverse and Indigenous artists with development programs and presentation opportunities.

We are a bold and visionary organisation with a strong objective and an active social conscience. We believe that art is a vital mechanism for exploring, promoting, and challenging ideas, and that contemporary arts have an essential role to play in the shaping of our society. We believe in supporting artists to thrive and enabling them to communicate their unique and affecting stories to broad audiences.

OUR VISION AND MISSION:

Contemporary arts are culturally diverse, truly representative and valued, promoting social cohesion and inclusivity.

Nexus Arts pursues and promotes excellence through intercultural creative practices, engaging both artists and audiences.

PURPOSE OF POSITION:

The Marketing Coordinator is responsible for public-facing communications of Nexus Arts' core messages and brand values, and is responsible for coordinating specific marketing campaigns. The Marketing Coordinator works with staff members across the organisation to develop marketing and collateral for distribution in print, online and via appropriate social media channels.

Responsibilities

- Design and market various campaigns throughout the year, in consultation with other Nexus Arts staff
- Design and drive the annual Fringe Festival Campaign
- Coordinate social media content for Nexus Arts Facebook page, Nexus Arts Venue Facebook page and Nexus Arts Instagram page
- Contribute to the implementation and continuous review of Nexus Arts' Marketing & Communications Strategy

- Monitor all campaigns and report on effectiveness
- Assist to develop marketing collateral for Nexus Arts programs, and Nexus Arts program artists, in collaboration with all program staff
- Contribute to the development of audience data capture and analysis
- Support the production of content for the organisation's websites
- Support the production of grant applications and acquittal reports, and other business documentation, as required
- Coordinate fortnightly eNews bulletin, with the support of the Nexus Arts team

Organisational Relationships, Extent of Authority, and Accountability

- The Marketing Coordinator will report to the General Manager.
- The Marketing Coordinator has limited financial authority and consults with the Artistic Director and General Manager on programming expenditure and budgetary requirements.
- The Marketing Coordinator is accountable to the General Manager for all aspects of their work.

KEY SELECTION CRITERIA

- You have tertiary qualifications in marketing, communications, or similar, or prior experience in a relevant marketing and communication field.
- You have the ability to write, edit and produce engaging online and print content, appropriate to different audiences within established brand guidelines.
- You're passionate about social media communications.
- You are proficient in photo editing and graphic design.
- You're supremely organised and detail-orientated.
- You have excellent interpersonal skills and the ability to communicate effectively.
- You have a demonstrated ability to work independently, taking a project from concept to completion, meeting all deadlines.
- You are passionate about the arts and respectful of Nexus Arts' vision and mission.