

Position Description

Marketing Manager

Nexus Multicultural Arts Centre Inc

Salary: \$73,000 pro rata at 0.6FTE, plus compulsory superannuation contributions

Hours: 0.6FTE (22.8 hours per week)

Commencement Date: from October 2024

End Date: 31 December 2025 with view to extension

Reports to: CEO

Direct Reports: Marketing Assistant (0.2FTE)

Applicants from culturally diverse and First Nations backgrounds are strongly encouraged to apply.

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. Nexus presents contemporary art which explores, promotes and celebrates cultural diversity. We foster excellence by supporting culturally and linguistically diverse and First Nations artists with development programs and presentation opportunities, engaging broad audiences to experience diverse artistic practice.

Our Vision

Australian contemporary arts truly represent our intercultural society, promoting social cohesion through diversity and excellence of practice.

Our Mission

Nexus Arts fosters contemporary intercultural creative practices, engaging and developing both artists and audiences.

Our Values

- Respect & Compassion
- Inclusion & Cohesion
- Passion & Vision
- Learning & Growth

PURPOSE OF POSITION

The Marketing Manager is responsible for devising, leading and implementing marketing strategies according to the organisation's values, strategic plan, goals and KPIs. The Marketing Manager works with key staff including the Development and Communications Manager across multiple platforms and with varied stakeholders. This is a hands-on role combining strategy and delivery, and is an exciting new opportunity within the organisation at a pivotal time in its 40 year history.

RESPONSIBILITIES

- Devise, lead and implement the marketing activities of Nexus Arts, beginning with a review of the Marketing Strategy. This includes the implementation of multi-channel marketing plans to promote Nexus and all and its programs and events
- Design and market various campaigns throughout the year, in consultation with other Nexus Arts program staff
- Ensure that all materials are on-brand and effectively communicate key messages
- Source and create social media content for all our programs in collaboration with our team, while also managing social media content plans and processes
- Monitor all campaigns and activity, and report on effectiveness
- Lead the development of marketing collateral for all Nexus Arts programs and program artists, in collaboration with all program staff
- Contribute to the development of audience data capture and analysis. This includes using analytics SEO to ensure website and social media content meets our audience's needs and effectively drive engagement
- Support in the management of and production of content for the organisation's website
- Create ad-hoc company documents and marketing assets
- Support in the production of grant applications, acquittal reports, and other business documentation, as required
- Work closely with the Development and Communications Manager in the production of organisational EDMs, in addition to membership, partnership and donor engagement and other external communications materials
- Work with external stakeholders as required

SELECTION CRITERIA

- A passion for the arts, commitment to Nexus Arts' Vision and Mission, and desire to support artists and inspire audiences through engaging marketing and communications activities
- Qualifications in marketing, communications, or similar, or demonstrated prior experience in a relevant field
- Demonstrated experience in devising and implementing marketing strategies
- Demonstrated writing and design skills that result in engaging communication copy and vibrant visual presentation, with the ability to write, edit and produce content appropriate to different audiences within established brand guidelines
- Excellent interpersonal skills, ideally with experience working with teams of part-time staff
- Demonstrated ability to thrive in a flexible, fast-paced environment with shifting priorities
- Strong attention to detail and exemplary organisational skills
- Demonstrated ability to work independently, taking a project from concept to completion, meeting all deadlines, and to work collaboratively with a range of stakeholders
- Demonstrated experience with various communication channels and platforms, particularly social media, EDMs, and editorial, including experience with analytics and other evaluation methods
- Proficiency in Canva and Adobe Creative Suite including Photoshop, InDesign, and Illustrator
- Proven social media content creation experience, using photography, and video production and editing skills
- Experience in website content creation and management