



Western Edge Youth Arts

Position Advertisement – Development and Marketing Manager

About Us

Western Edge Youth Arts (WEYA) is a not-for-profit arts organisation, working with young collaborators from the western suburbs of Naarm (Melbourne). Using the principles of cultural safety, intersectionality and accessibility, WEYA provides a space for young people to explore creativity, learn new artistic practices, and develop leadership skills. The communities we work with face structural inequalities that present significant challenges when pursuing a career in the arts. WEYA constructs supportive and sustainable career pathways for young people to achieve their own creative agency.

Since 2005, WEYA has delivered over 150 programs, from annual in-school residencies and community youth theatre projects to major creative collaborations such as the Beagle Bay project which saw WEYA artists working with Aboriginal elders to theatricalise their oral history, and the Flemington Theatre Group where young African artists based in the housing commission flats used Forum Theatre to address social justice issues in public and community spaces. We continue to partner with local councils, community groups and schools to deliver workshops, devise new creative works and deliver major projects in collaboration with hundreds of young artists from the west.

In 2020, we implemented a new strategic plan that outlined a radical new direction for the company, with a focus on professional development for core team members and developing a new industrial standard for ethical youth participation and staff wellbeing in the arts sector. We are entering an exciting new era of long-term development, partnering with new collaborators and exploring innovative ways of engaging with the community. In order to support this growth, the core WEYA team is undergoing a period of restructure, with new administrative and creative personnel to be recruited in the next twelve months.

About You

WEYA seeks an experienced and motivated Development and Marketing Manager to help guide the strategic direction of the organisation during an exciting phase in its development as a leading youth arts company based in Melbourne's western suburbs.

The Development and Marketing Manager will work with WEYA's two Co-CEOs/Artistic Directors and Business Manager to implement the company's development strategy to work towards a sustainable



model. You will also work alongside the Programs Manager to implement a communications strategy to increase awareness of WEYA's work; attract potential donors, funders and partners; and promote our programs and public events. WEYA is a small, dynamic team and as such you will be in direct communication with its Board, funding representatives and other external stakeholders, with the aim to deliver a comprehensive vision of the company and its direction to the wider public.

Prospective candidates should have experience in marketing, have excellent written communication skills, and a proven track record in fundraising and grant-writing. Experience in the not-for-profit or arts sector will be highly valued.

Relationships

Reports to: Co-CEOs/Artistic Directors

Works alongside: Programs Manager, Business Manager

Direct Reports: Nil (some management of Administration Intern may be required)



Position Description

Title: Development and Marketing Manager

Purpose: To ensure that WEYA is a visible and engaged member of our community and industry sector, and to ensure that WEYA is a sustainable organisation by consolidating and implementing a comprehensive development strategy.

The Development and Marketing Manager will:

- Help manage external communications to elevate WEYA's public profile
- Establish and maintain WEYA's connection to stakeholders, including funders, donors, and community members.
- Guide WEYA's development processes, work to expand our philanthropic base and diversify our income streams.

Key Responsibilities:

Strategic and Organisational

- Work alongside WEYA's Co-CEOs/Artistic Directors to develop the company's long-term strategic direction.
- Establish and maintain relationships with WEYA's funding bodies, philanthropic supporters and private donors.
- Oversee adequate and timely preparation of funding body deliverables, including reports and acquittals.
- Collaborate with the Programs Manager to guide WEYA's overall communications strategy, ensuring that we are communicating effectively with stakeholders and meeting our funding acknowledgement requirements.

Development

- Work with WEYA's Business Manager to manage existing funding relationships, including tracking grant deadlines and managing the application and acquittals process for grants.
- Implement the Development Strategy outlined in WEYA's 2020-2024 Strategic Plan: managing the delivery of an annual donation drive, diversifying our philanthropic base, and supporting the Artistic Directors in developing WEYA's new fee-for-service workshop suite.
- Work with the Programs Manager to ensure adequate and timely reporting to stakeholders on program efficacy



Marketing

- Work with WEYA's Co-CEOs/Artistic Directors to expand and implement our communications strategy, focusing on public, industry and funder awareness of the company and marketing campaigns for public events.
- Develop branding guidelines for internal and external use, liaising with artists and community members to ensure language is appropriate.
- Identify and organise opportunities to promote WEYA through public relations activities.
- Supervise and work with the Administrative Intern on the preparation and posting of social media collateral, written collateral including press releases, program opportunities and production marketing materials and liaising with external contractor on marketing deliverables (designers, editors, printers etc.)

Operational

- Manage project budgets, in consultation with WEYA's Business Manager
- Coordinate marketing activities including photo/film shoots, with assistance from WEYA's Administrative Intern.
- Network with industry bodies, peer and partner organisations to keep abreast of current issues and developments relevant to the youth arts sector and represent WEYA in appropriate forums.
- Track and report on stakeholder engagement including social media metrics.

Key Selection Criteria

1. A high-level of cultural competency and experience working with First Nations People, People of Colour and structurally disadvantaged communities. Where such experience may need developing, an ability to articulate your skills gap and identify approaches to building your own knowledge capacity is required.
2. Alignment with WEYA's core values: Inclusivity, Empathy, Respect, Transparency, Safety, Access and Equity.
3. Experience in grant-seeking, including the ability to develop and maintain strong relationships with philanthropic and government funding bodies.
4. Experience developing and implementing marketing strategies for organisations or projects.
5. Excellent written communication skills, including the preparation of grant applications, acquittals and marketing collateral.
6. Experience managing a donor base, including the development of fundraising and donor retention strategy.



7. Proven organisational, strategic and creative thinking skills with an innovative approach to excellence, goal achievement and workable solutions. Process and outcomes driven.
8. Ability to work both autonomously, and in a small, dynamic team in order to achieve strategic outcomes.
9. Familiarity with CRM software is highly desirable (Salesforce preferred).

This position is based in Footscray, Melbourne (some remote working can be negotiated)

Salary: \$67,000 (0.8 FTE)

First Nations People and People of Colour are strongly encouraged to apply for this position.

Please send your resume and a cover letter addressing the key selection criteria to penny@westernedge.org.au. Call 03 8658 4052 for more information