



POSITION DESCRIPTION

POSITION TITLE: Marketing Manager

TERMS OF EMPLOYMENT: Part time 0.6 – 0.8 EFT (3 - 4 days)

RENUMERATION: \$70,000 pro rata, per annum. Superannuation of 10% paid in addition.

REPORTS TO: Executive Director, General Manager

DIRECT REPORTS: Creative Contractors

WORKS ALONGSIDE: Development Manager, Operations co-Ordinator, Co-Artistic Directors

STAKEHOLDER RELATIONSHIPS: Program partners, participants, and community members

ABOUT Western Edge:

Western Edge is a non-profit arts organisation committed to developing the next generation of artistic and cultural leaders borne from Melbourne's West. We deliver theatre and creative training, development and employment to young people and emerging artists from Melbourne's Western suburbs through school, community youth theatre and professional development programs. In the past two years Western Edge has experienced significant growth and has recently expanded its core team. You will be joining the organisation at an exciting time of evolution, within an increasingly lateralised organisation that champions collaboration, accountability and creativity.

PURPOSE:

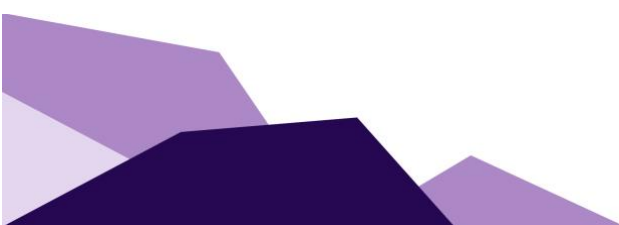
The Marketing Manager will play a lead role in shaping our public profile and establishing and growing our online audiences and presence. Working closely with the Operations Coordinator and Development Manager, this role will also support the promotion of events and key fundraising activities and campaigns, as well as the development and promotion of Western Edge's new suite of fee-for-service products.

This role would suit someone with a love for the arts, a strong creative flair and a passion for storytelling-based marketing. You'll be comfortable with content creation and excited about finding new and creative ways to amplify the work of Western Edge and our community of artists.

This is a fantastic opportunity for a competent and digital savvy Marketing Coordinator or Content Producer to step into a new level of responsibility with excellent opportunity for skill development and ownership of a highly creative marketing strategy, within a diverse, artistic and energetic new team.

For an in-depth understanding of our mission, approach to practice, programs, artistic vision and impact please read our [2022-2025 Strategic Plan](#).

OUR VALUES



POSITION DESCRIPTION

Creative bravery – Approaching everything with a courageous spirit of art making, imagination and creativity.

Innovation – Nurturing innovative ideas and creative practices across the whole organisation, led by our young artists.

Community – Our artistic work is always led by and grown out of community.

Access and equity - Inviting participation from all voices and identities, embracing multiplicity, and taking an intersectional approach.

Empathy - Treating others with humility, kindness, and compassion.

Respect - Learning from everyone we work with, and embodying leadership built on reciprocity.

Transparency - Acting honestly and sharing knowledge.

Safety - Ensuring a physically, emotionally, and culturally safer environment for our staff, young artists, peers, partners and audiences.

In this role you will:

- Build on and manage Western Edge’s marketing strategy in alignment with the organisational strategic plan
- Work with General Manager to draft and deliver marketing budgets
- Create, build and manage channel-specific content storytelling, engagement and growth (Facebook, Instagram, TikTok, LinkedIn, Edge Blog)
- Development and management of Western Edge’s brand and upcoming rebranding project
- Manage marketing plans and execution for event and program promotion to generate ticket sales and program attendance by artists
- Support the creation and execution of key fundraising campaigns
- Work alongside the Executive Director and Development Manager to plan and execute marketing plans to build and launch Western Edge’s suite of fee-for-service products
- Work with the co-Artistic Directors and Executive Director to ideate ways of increasing the profile of Western Edge and its community of artists

POSITION DESCRIPTION

- Develop, implement and document key marketing and communications processes and systems
- Work with external agencies and contractors to coordinate video, photography and graphic design
- Backend content management and maintenance of Western Edge WordPress website
- Develop and maintain relationships with key media, industry and community stakeholders
- Continue to develop and execute an Audience Development strategy to grow WEYA's artists, industry, community and commercial audiences
- Respond to communications/enquiries within social media platforms
- Monitor and report on website traffic and social media analytics to optimise campaigns and strategies

Key Selection Criteria

- 5+ years' experience in marketing, with 2+ years' experience managing social media channels
- 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.
- Alignment with Western Edge's core values
- A sound understanding of marketing fundamentals and contemporary practices including customer segmentation and customer journey design
- Experience in content strategy and management for acquisition, conversion, and retention
- Excellent interpersonal and stakeholder management skills
- Experience managing and growing social media audiences
- Sound understanding of digital marketing best practice and experience in digital marketing campaign coordination and/or management
- Strong copywriting and communication skills and ability to identify hooks and adapt messaging for key stakeholders
- A track record of achieving measurable improvement in brand recognition, revenue and impact (or equivalent)
- Experience with key marketing platforms and tools including WordPress, Campaign monitor (or similar), social media platforms (Facebook, LinkedIn, Instagram and TikTok and project management tools (Trello, ClickUp or similar)
- A passion for creativity, the arts and being curious about new ways of storytelling

POSITION DESCRIPTION

Please Note: if you don't meet all the selection criteria but think you would be a great fit for the team and you have an appetite for learning - please still apply or contact us to talk about the role. We are a growth-focused organisation and want to hear from you.

We are a proudly diverse organisation with a strong belief that our strength is in our diversity. We highly encourage and welcome applications from LGBTQIA+, First Nations People, People of Colour and People with Disabilities.

Child Protection Policy

Western Edge has zero tolerance for the abuse of young people and children. All staff and volunteers are required to uphold the Child and Wellbeing Safety Act 2005 (VIC) and the Children Legislation Amendment (Reportable Conduct) Act 2017 (VIC). Young person and child safety is a key consideration in the hiring process and all successful applicants will be required to hold a valid Working with Children's check and undergo young person and child safety training.

TO APPLY:

Please send the following to lucy@westernedge.org.au

- A cover letter
- Your response to the key selection requirements of no more than 2 pages
- A copy of your resume

If you have any questions regarding this role or if you require an adjusted application process for accessibility, please reach out.

APPLICATIONS CLOSE 5PM TUESDAY 29th MARCH 2022