



# Marketing Advisor

## POSITION PROFILE

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<b>Division</b>	Shire Services	<b>Status</b>	Permanent
<b>Unit</b>	Hazelhurst Arts Centre	<b>Salary Grade</b>	Grade 10
<b>Reports to</b>	Manager Arts and Culture	<b>Reviewed</b>	July 2021

## STRATEGIC INTENT

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Hazelhurst Arts Centre is a vibrant and valued community hub providing creativity, learning and social involvement through a diverse artistic program delivered to engage new and existing audiences with art and artists.

The Centre is the leading creative art facility in southern Sydney. It is recognised as a centre for excellence for the visual arts and provides a wide range of programs including major exhibitions, a major art class term program, education and public programs and special events.

As part of the Arts & Culture Unit it plays an active role in:

- Creating and strengthening community connections through shared cultural experiences
- Presenting a diverse, dynamic and inspiring arts and culture program that nurtures and grows community engagement and participation in the arts
- Growing the local economy via artistic and cultural tourism

Effective and distinctive marketing of Hazelhurst is key in continuing to strengthen the brand as a leading arts centre, maximising awareness of and interest in its services and achieving optimal attendances for its range of programs. Marketing is also key in leveraging its value as a key service Council provides and contributes to the outcome of a culturally rich and vibrant community

As a competitor in the arts and cultural tourism markets it is also key that unique and relevant arts marketing is engaged to maximise impact and interest

A range of sponsorship partners are also a key part of Hazelhurst operations and provide cash and in kind support for programs and added marketing synergies. These relationships are managed by the marketing teams in both parties.

## POSITION PURPOSE

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As a subject matter expert in arts marketing with cross-functional and multi-disciplinary expertise, the purpose of this position is to:

- Lead the marketing strategies for Hazelhurst, developing and implementing plans through a consultative process to maximise interest and attendances. Actively recommending and negotiating with the Manager Arts & Culture on the optimal strategies.
- Manage the timely and accurate delivery of marketing campaigns for exhibitions, programs and events , negotiating approval of design concept and artwork with curators, public programs and partners
- Actively pursue media opportunities with the arts and cultural media through releases, developing contacts to encourage favourable coverage. Consulting with Council Communications to ensure synergies.

- Design and coordinate in-house visitor market research, analysing results and ensuring reliable and robust data and reports for the Board and stakeholders
- Developing media plans and budgets for exhibitions and events, negotiating with media suppliers to ensure maximum efficiencies and exposure.
- Lead the strategies, campaign, content planning, implementation and measurement for digital marketing campaigns including social media, e-news and web.
- Identify and recommend potential sponsors and ensure a high standard of service is provided to sponsors and partners in the management and implementation of partnerships and promotions to help ensure renewal
- Initiate and develop strong marketing networks including strategic promotional partners, arts organisations and across Council to maximise opportunities
- Provide strategic advice to Arts & Culture, Friends of Hazelhurst and across the organisation on arts marketing
- Be an active member of the Arts Centre team providing visitor service and support

## POSITION OUTCOMES AND ACCOUNTABILITIES

OUTCOME TO BE DELIVERED	PERFORMANCE STANDARD
<b>Marketing Strategies and Implementation</b>	
<ul style="list-style-type: none"> <li>• Lead the marketing strategies for Hazelhurst, developing and implementing plans through a consultative process to maximise interest and attendances.</li> <li>• Actively recommending and negotiating with the Manager Arts &amp; Culture on the optimal strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Outcomes in communication, audience attendances and range of actions achieved</li> <li>• Strategies demonstrate insights and optimise outcomes</li> <li>• Positive feedback on consultation and plans are supported</li> </ul>
<ul style="list-style-type: none"> <li>• Manage the timely and accurate delivery of marketing campaigns for exhibitions, programs and events , negotiating approval of design concept and artwork with curators, public programs and partners</li> </ul>	<ul style="list-style-type: none"> <li>• Effective traffic management with campaigns delivered on time, accurately and to budget</li> <li>• High calibre reproductions and designs with artworks, credits and texts</li> <li>• Promotional materials in delivered on time and to professional standards</li> </ul>
<ul style="list-style-type: none"> <li>• Actively pursue media opportunities with the arts and cultural media through releases, developing contacts to encourage favourable coverage. Consulting with Council Communications to ensure synergies.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicity achieved across media</li> <li>• Processes followed and opportunities gained with Communications</li> </ul>
<ul style="list-style-type: none"> <li>• Design and coordinate in-house visitor market research, analysing results and ensuring reliable and robust data and reports for the Board and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Research produces timely and informative feedback. Reports are sound and incisive</li> </ul>

<ul style="list-style-type: none"> <li>Developing media plans and budgets for exhibitions and events, negotiating with media suppliers to ensure maximum efficiencies and exposure.</li> </ul>	<ul style="list-style-type: none"> <li>Favourable positioning of advertising achieved within budget</li> </ul>
<ul style="list-style-type: none"> <li>Lead the strategies, campaign, content planning, implementation and measurement for digital marketing campaigns including social media, enews and web.</li> </ul>	<ul style="list-style-type: none"> <li>Digital campaigns are engaging, relevant and effective</li> <li>Social media presence is consistent ,relevant and growing</li> <li>Campaigns are optimised and accurate analysis of performance</li> </ul>
<ul style="list-style-type: none"> <li>Identify and recommend potential sponsors and ensure a high standard of service is provided to sponsors and partners in the management and implementation of partnerships and promotions to help ensure renewal</li> </ul>	<ul style="list-style-type: none"> <li>Positive feedback from sponsors, engagement is active and benefits delivered</li> <li>New, relevant sponsors pursued as agreed</li> </ul>
<ul style="list-style-type: none"> <li>Initiate and develop strong marketing networks including strategic promotional partners, arts organisations and across Council to maximise opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Added programs and joint initiatives developed and implemented</li> <li>Positive feedback from networks</li> </ul>
<ul style="list-style-type: none"> <li>Provide strategic advice to Arts &amp; Culture and across the organisation on arts</li> </ul>	<ul style="list-style-type: none"> <li>Quality and relevance of advice</li> </ul>
<ul style="list-style-type: none"> <li>Be an active member of the Arts Centre team providing visitor service and support</li> </ul>	<ul style="list-style-type: none"> <li>Support provided in a professional and committed manner</li> <li>Staff meetings are attended and initiated to ensure consultation on campaigns and staff are informed of initiatives and deadlines</li> </ul>
<b>Administration</b>	
<ul style="list-style-type: none"> <li>Purchasing and procurement is completed efficiently and within requirements</li> </ul>	<ul style="list-style-type: none"> <li>Purchase orders and other procurement options comply with Council policies and are completed in a timely manner</li> </ul>
<ul style="list-style-type: none"> <li>Work closely with the Administration Team, providing supporting when required</li> </ul>	<ul style="list-style-type: none"> <li>Customer service is to a high level</li> </ul>

and assisting with queries and comments from students.	
<ul style="list-style-type: none"> <li>Income and expenditure is monitored and reviewed</li> </ul>	<ul style="list-style-type: none"> <li>Budgets are completed annually and activities conducted meet budget expectations</li> </ul>

## SELECTION CRITERIA / SUCCESS PROFILE

Qualifications, Certificates or Licences	Essential	Bachelor degree in a marketing or communications discipline and/or equivalent level of skills, knowledge and experience.
	Desirable	Class C Driver's License
	Essential	Extensive experience in a service marketing environment A high level of written and verbal communication and interpersonal skills Strong working knowledge of advertising and the media High level of negotiation and influencing skills Highly developed project management skills Highly developed computer skills and working knowledge of social media platforms, and capacity to quickly learn new applications
	Desirable	Arts marketing and events experience in a gallery or museum Graphic design skills

## CORE CAPABILITIES

Attributes	<ul style="list-style-type: none"> <li><b>Professional Commitment</b> Capacity to lead others to ensure the aims and objectives of the Centre are met creating an inspired, high achieving and rewarding workplace environment</li> <li><b>Team player</b> Actively engage with others providing leadership and showing collegiality whilst being supportive and respectful</li> <li><b>Communication Skills</b> A high level of written and verbal communication skills showing a capability to connect with a diverse range of backgrounds sharing professional knowledge with respect and judgement</li> <li><b>Availability Flexibility</b> Preparedness to work across a range of creative platforms, meet challenges enthusiastically and be available for duties outside of core hours</li> <li><b>Proficiency</b> A capacity to work to deadlines and follow procedural requirements whilst working with a range of tasks and problem solving challenges</li> </ul>
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## OUR VALUES

Behaviours	<ul style="list-style-type: none"> <li><b>Collaborate</b> - be open and welcoming, genuinely connect to others, include others, work together as one</li> </ul>
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	<ul style="list-style-type: none"> <li>▪ <b>Achieve</b> - be enthusiastic and optimistic, make a positive contribution, set goals to be the best you can be, deliver every day</li> <li>▪ <b>Respect</b> – be honest and trustworthy, do what you say you will put yourself in the other person’s shoes, listen to what’s important to others</li> <li>▪ <b>Evolve</b> – stay up to date, take on new opportunities, think creatively about solutions, be a big picture thinker</li> </ul>
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## CORPORATE OBLIGATIONS

Employees	Engage contractors including graphic designers, promotional providers
Delegations	Authority to operate within the Delegations attached to the position
Risk Management	Managing work practices to mitigate all identified risks, identifying and reporting additional risk and threats and assist in devising strategies to mitigate these risks.
Financial Management	Managing budgets and expenditure, undertaking relevant checks and applying rules, regulation, process and procedures in dealing with financial matters
Workplace Health and Safety	Comply and co-operate with WHS policies, procedures, instructions and safe systems of work.
Code of Conduct	All employees are responsible for adhering to Council's Code of Conduct and the policies and procedures that support it
Workplace Behaviour & EEO	All activities must comply with Council's Workplace Behaviour Guidelines.
Enterprise Content Management	Comply with Council's Enterprise Content Management Determination and associated guidelines including creation of appropriate records in Council's records management system and proper custodianship of records to ensure against loss, removal or destruction
Continuous Improvement	Identify obsolete and inefficient practices and recommend changes where appropriate
Customer Focus	Championing an exceptional customer experience, and evaluating customer satisfaction in order to continually improve service delivery
Procurement	Activities are conducted in accordance with the Purchasing Policy and Procedures to provide transparency and cost effectiveness in procurement

## SPECIFIC CONDITIONS OF EMPLOYMENT

- Employment is offered as a permanent part-time position
- A Working With Children Check is required
- Weekend and evening work may be required