



MARKETING + COMMUNICATIONS MANAGER

Organisational Relationships

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| Reports to: | Senior Creative Producer, Senior Business Manager |
| Internal Relationships: | Production Manager |
| Supervises: | Marketing Assistants, volunteers, and interns |
| Key Relationships: | Junction Arts Festival staff, media, stakeholders, government, corporate partners and sponsors, donors, artists, designers, tourism operators, suppliers, contractors, community groups, schools, businesses, interns and volunteers, and the public |

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| Employment Conditions: | Permanent Part Time |
| Hours Per Week | Working less than 38 hours per week in accordance with the following roster March-May 2024 - On average 7 hours per week or 1 day May-June 2024 - On average 25 hours per week or 3-4 days June-September 2024 - On average 30-35 hours per week or 4-5 days September-December 2024 - On average 14 hours per week or 2 days |
| Remuneration: | Live Performance Award Level 8, \$60,000 + superannuation (pro-rata) |
| Location: | 15 Frederick Street, Launceston, Tasmania |

ABOUT JUNCTION ARTS FESTIVAL

Junction at Launceston on Kanamaluka/River Tamar, acknowledge Palawa/Tasmanian Aboriginal people as the original and ongoing owners of Lutruwita/Tasmania. We pay our respects to elders past and present and acknowledge that sovereignty has never been ceded. We pledge to support Palawa people to achieve Truth telling and Treaty.

Founded in 2010, the Junction Arts Festival is a leader in celebrating Tasmania’s thriving arts culture, connecting audiences with dynamic and innovative new works. Our springtime festival is our major platform for socialising and connecting after winter. There isn’t a better time to reveal and unearth Launceston’s unique spaces and re-establish a true sense of place, enabling artists and audiences to flourish.

Due to the ongoing success of the Junction Arts Festival, it has been able to achieve goals to connect, elevate and grow Tasmanian arts through collaboration and partnership, and drive interstate visitation to Northern Tasmania.

REPORTING STRUCTURE

The position of Marketing and Communications Manager reports to the Senior Creative Producer

PURPOSE OF THE ROLE

The role of Marketing + Communications Manager contributes to Junction’s short, medium, and long-term growth.

The role drives Junction’s branding, promotion, profiling, and public presence - including its programs and events - most critically, the Junction Arts Festival. The role requires building and maintaining strong relationships with external and internal stakeholders and developing captivating and clear marketing and communication materials and collateral to support the effective marketing and management of the Junction brand, and the effective marketing of the Junction Arts Festival with the aim of engaging and maintaining existing audiences/participants and attracting and growing new and diverse audiences, participants, and visitors to Tasmania. The position is also involved in the development and delivery of all of Junction’s promotional events, including but not limited to the Junction Arts Festival Launch, VIP Reception, Public Opening, and partner and corporate events.

KEY RESPONSIBILITIES

Marketing & Communication

- In collaboration with Senior Management Staff, manage and deliver the design, production, print, and distribution of all Junction Arts Festival marketing and communication materials and collateral – Festival program, advertisements, signage, banners, TV/radio spots, posters, flyers, tickets, press releases, newsletters, press kits and online communication including the Junction website and social media ensuring that all content is up-to-date and relevant year-round.
- Develop and implement short, medium and long-term strategies to grow Festival audiences in alignment with funding KPIs, patronage, and community participants and increasing links and support in business, media and tourism; building the Festival's brand, enhancing its profile, presence and reputation locally and nationally
- Develop, manage and achieve strategies and targets for individual shows and events addressing audience and participant development, ticket sales, promotion and publicity, and merchandising.
- Ensure the effective marketing of all earned revenue initiatives including Box Office, food and beverage, merchandising, to maximise overall Festival revenue.
- Identify, manage, and submit applications for awards that further promote the Junction Arts Festival and its partners and patrons.
- Develop and maintain effective relationships with existing and potential stakeholders, media, sponsors, artists, government, tourism operators and representatives of other external agencies.
- Participate in post-festival/event evaluations, including preparation of a final reconciliation of marketing and communication budgets and a final report including an evaluation of the effectiveness of implemented strategies.

Media Relations and Publicity

- Manage and deliver the Junction Arts Festival's media relations strategies and ensure publicity-related risks are mitigated appropriately and effectively.
- Seek, negotiate, secure, and manage media partnerships and sponsorships for advertising, promotion, and other marketing opportunities in print, TV, online, radio, and prepare all associated contracts or agreements.
- Act on and maximize all publicity opportunities locally and nationally.
- Plan and oversee the photographic and video documentation of all Junction events.

Audience and Economic Impact Analyses

- Survey and analyse feedback from Junction Arts Festival audiences, participants, artists, partners, patrons, key stakeholders, and volunteers, in consultation with Senior Management Staff and in collaboration with any appointed external researchers.
- Manage and analyse qualitative and quantitative pre- and post-Festival audience, participant, and target market research and key segment marketing analysis, including data collected through audience/participant surveys and incentives, ticket sales, behavioural analyses, direct communication, the Junction website and social media statistics in order to understand and grow the Festival's audience/participation numbers, improve future marketing efforts, and for reports to key stakeholders
- Manage the preparation of an economic impact analysis of the Junction Arts Festival to determine overall audience and visitor spend and the associated flow-on economic impact in Launceston and Tasmania for reports to key stakeholders, in collaboration with Senior Management Staff.

General

- Work collaboratively with all Junction staff members and work to ensure open and clear communication is maintained across the organisation.
- Attend and contribute to senior management team strategy meetings, organisational development, and Board meetings as required.
- Attend the Junction Arts Festival and other Junction events and functions as required.
- Undertake any other tasks as reasonably requested by Senior Management Staff

Selection Criteria

This position requires a proactive and entrepreneurial mindset, an ability to develop relationships and good problem-solving, leadership and people management skills, along with creativity and experience in strategic planning, especially with respect to both interstate and local marketing and fundraising.

- Demonstrated experience in developing and implementing comprehensive marketing plans, particularly for arts festivals and contemporary arts activities, and in the development, management and distribution of print and online marketing collateral and communication tools and the use of varied marketing media and channels.
- Demonstrated experience in media relations, and knowledge of key domestic and international media, including an understanding of travel / tourism media.
- Demonstrated experience in developing, delivering, and evaluating promotional events.
- Proven ability in project management, problem solving and time management.
- Excellent written and verbal communication skills, including presentation, relationship management, communication, negotiation, and the ability to liaise effectively with a wide spectrum of stakeholders and personality types.
- A successful track record in developing, analysing, and deploying market research to generate performance improvements and achieve better results.
- High level computer skills in Google Drive

Desirable:

- Knowledge of interstate marketing strategies and implementation
 - Knowledge of Launceston's and Tasmania's arts and business communities
 - Knowledge of Launceston and surrounding communities in general
 - Knowledge of contemporary arts.
 - A current, unsuspended driver's license.
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OCCUPATIONAL HEALTH AND SAFETY AND EMPLOYMENT EQUITY

Junction is committed to high standards of performance in relation to Occupational Health and Safety and the provision of Equal Employment Opportunity. All employees are expected to participate in maintaining safe working conditions and practices, as well as in promoting and upholding the principle of fair and equitable access to employment/promotion, professional development and training, and the elimination of workplace harassment and discrimination.

Junction Arts is an equal opportunity employer and uses affirmative measure that provides for progression of applicants with disability to the next stage in a selection process if they have been assessed as meeting the minimum requirements of the job.

Employment Conditions

The position is part-time and based in Launceston, Tasmania. Normal office hours of work are 9 am – 5 pm. It is anticipated that working hours will vary from week to week depending on the demands of the role. As part of the total package, the role may require that reasonable additional hours be worked to fulfil the position's requirements. This may involve work outside of business hours – occasionally outside of Launceston, during weekends, and on-call response during the Junction Arts Festival. Junction staff are provided with office space, a desk, computer and internet and phone access.

Performance Plan & Annual Review

The Marketing and Communications Manager will participate actively in the development of a Performance Plan in consultation with the Senior Creative Producer. The agreed plan forms the basis of a formal annual performance review process and acts as a tool for regular reference in fulfilling the position's duties and responsibilities. The annual review focuses on the fulfilment of the role and its responsibilities and on the achievement of goals, key milestones and KPIs outlined in the Strategic Plan together with objectives for the year identified in the Performance Plan.