

APPLICANT PACK



**MARKETING &
COMMUNICATIONS OFFICER**

ABOUT METRO ARTS

WEST VILLAGE
WEST END | BRISBANE | QLD



Metro Arts exists to ensure new art is created today, tomorrow and beyond.

Metro Arts is Queensland's leading multi-arts incubator dedicated to the development of contemporary art and independent artists. Over our 43-year history, Metro Arts has been a launch pad and provided ongoing support for career trajectories for some of Australia's finest artists across visual and performing arts.

At Metro Arts we work exclusively in contemporary art because these are the artforms of the future – these are the ones that will make new ways of seeing, thinking and feeling possible.

OUR PROGRAM

Each year, Metro Arts presents a 12-month Arts Program encompassing visual and performing arts.

ART IS WHERE WE LIVE

Every day within our galleries, theatre, workshops and studio spaces, there are artists taking risks, experimenting, developing and creating.

Today our head office is in West End, Brisbane, equipped with state-of-the-art galleries, artist studios and theatre facilities – all located down the old Peters Ice-cream Factory Lane, within the thriving West Village precinct.

Our sister-workshop facility at Norman Park provides vital space for visual artists to create, build and experiment.



ABOUT THE POSITION

The Marketing and Communications Officer is a vital member of the Metro Arts team. Coordinating key strategies across marketing and communications, this position provides critical support in the promotion of the Metro Arts artistic program.

Additionally, the role focuses on building revenue sources through box office returns, events and venue hire, philanthropy and sponsorships, and other key projects as identified.

As a key member of our small team, the Marketing and Communications Officer will work under the guidance of the Executive Director to coordinate and implement strategic positioning of Metro Arts as a partner of choice within the creative sector and beyond.

You will be an energetic and passionate individual, capable of working autonomously and motivating those around you. A desire to explore and share the world of contemporary performance and visual art is crucial for this role.

ROLE PARTICULARS

- The Marketing and Communications Officer reports to the Executive Director, oversees the Graphic Designer as a direct report, and works closely with programming and events staff.
- Salary is \$70,000 - \$80,000 (pro rata), based on experience, plus statutory superannuation.
- Appointment is a fixed term contract with the opportunity for renewal - 8 July 2024 – 31 December 2024 (6-month part-time appointment).
- This is a part-time position of 0.8FTE across the term.
- Metro Arts closes for the summer break from mid-December to early/mid-January annually.
- 5 weeks annual leave pro rata.
- The position is based at Metro Arts in West End, Brisbane, Queensland.

ABOUT THE POSITION

KEY RESPONSIBILITIES

Brand Management and Communications

- Plan and implement Metro Arts' communications, including the development of targeted content for all employed platforms, both digital and traditional.
- Ensure all company communications, including printed and online/digital materials, carry a unified and consistent message.
- Implement effective strategies to build customer loyalty, brand awareness, and customer satisfaction.
- Collaborate with the Executive Director on communication strategies targeting current and prospective donors, sponsors, and funders as required.
- Work with Metro Arts' external Public Relations firm or internally develop targeted campaigns to raise the local and national profile of Metro Arts.
- Supervise publicity calls, photo shoots, video shoots, and launches. Assist in drafting speeches if required to ensure the Board, artists, and staff relay key messaging and are prepared for all media engagements.
- Create informative and engaging media releases, kits, and newsletters as needed.
- Prepare detailed media activity reports as required.

Marketing Campaign Development & Management

- Identify and develop corporate and campaign marketing strategies for a broad range of programs and initiatives.
- Collaborate with key Metro Arts staff to generate ideas and strategies to promote Metro Arts' program and facilities, in line with the organization's strategic plan and budgets.
- Oversee the development, design, and dissemination of Metro Arts' digital and print collateral and assets, coordinating with external or internal designers on major collateral where appropriate.
- Oversee the planning, creation, and management of all digital platforms, including social media and the Metro Arts website, to maintain the organization's digital presence.
- Work collaboratively with artists, program partners, presenting partners, and external stakeholders to ensure collateral adheres to Metro Arts' strategic plan and design guidelines.
- Manage supplier relationships, including external contractors, designers, and printers.

ABOUT THE POSITION

KEY RESPONSIBILITIES

General

- Prepare reports for the Metro Arts Board of Directors on activities.
- Undertake other occasional duties within the goals and scope of this position description, even if not specifically listed.
- Adhere to the Metro Arts Code of Conduct and other Metro Arts Policies and Procedures.
- Ability to undertake out-of-hours work as required for performances and events.

KEY SELECTION CRITERIA

- Proven experience working across marketing and communications in the arts or a related field.
- Creative thinker with the ability to drive ideas into reality.
- Excellent relationship-building skills with internal and external stakeholders, particularly independent artists, understanding their sensitivities and processes.
- Attention to detail with excellent oral and written communication skills.
- Systematic problem solver and researcher, proficient in collating and analyzing information.
- Process-oriented, efficient, and well-organized, demonstrating an ability to prioritize and multi-task.
- Team player with a friendly, can-do approach to work and life.
- Well-presented, demonstrating confidence and a passion for contemporary arts.
- Proficiency in Microsoft Office (Word, Excel, and PowerPoint) and Adobe Suite (minimum InDesign, Canva, Illustrator, and Photoshop).
- Ability to work autonomously and take initiative and responsibility for the delivery of campaigns and communications.
- Experience using project management software like ClickUp, Monday or Microsoft Teams

ABOUT THE POSITION

QUALIFICATIONS AND /OR EXPERIENCE

Bachelor's degree or equivalent experience in marketing, communications, public relations or relevant field; and relevant experience in communications with:

- Three to five years of experience working in marketing, communications, or media relations.
- Thorough understanding of media practices and trends across all current and emerging mediums.
- Knowledge of current and emerging technologies and their potential applications for publicity, audience development, and engagement.
- Familiarity with the Australian cultural sector, its practices, and supporters, with a particular focus on contemporary art forms and independent artists.
- Understanding of the corporate sector and sponsorship objectives.
- Knowledge of Metro Arts' stakeholders, customers, and audiences, with a particular focus on independent artists.
- Proven ability to work under pressure, plan, and prioritise workload.

DATE OF COMMENCEMENT

- Ideal date of commencement is Monday 8 July 2024.
- Please provide an indication of the earliest date on which you could commence in the role

APPLICATION TIMELINE

APPLICATIONS CLOSE

SUNDAY 30 JUNE, 11.59PM (AEST)

- Email your application by Sunday 30 June 2024 by 11:59PM (AEST) to business@metroarts.com.au
- Please submit your CV, and a Cover Letter of no more than x2 pages addressing the key selection criteria.
- Please include contact details of three referees including relationship to candidate, name, current telephone number and email address. Please note that referees will be contacted after the interview stage.

INTERVIEWS

- Applicants are required to be available for an interview the week commencing 1 July 2024.
- Interviews are available either in-person (preferable) or online if required.

GENERAL INFORMATION

If you have any questions about the role that are not answered by this document please contact Metro Arts' Executive Director:

Genevieve Trace via business@metroarts.com.au | | 07 3002 7100



Everything you imagine is real. (2022). Anna Carey. Giclee Print, 100 x 88cm. Edition 6 (detail).

Metro Arts is committed to equality and diversity, through our program of activities and as an employer. Our practices and procedures aim to reflect the varied needs, expectations and culture of all members of our community. We make every effort to ensure that no member of the community receives less favourable treatment in our recruitment or when accessing our services on the grounds of gender, gender identity, disability, race, religion or belief, age or sexual orientation.



Metro Arts is supported by the Australian Government through Creative Australia, its arts funding and advisory body. Metro Arts is supported by the Queensland Government through Arts Queensland.