



GRAA MARKETING & COMMUNICATIONS MANAGER  
POSITION DESCRIPTION

JOB TITLE	JOB LOCATON	REPORTS TO	REMUNERATION
Marketing & Communications Manager	Home Office	GRAA President	Pro-Bono

**PURPOSE**

To initiate, maintain and deliver innovative marketing and communications strategies for the Association, with a specific focus on delivery of the annual Green Room Awards.

**KEY RELATIONSHIPS**

GRAA Executive Committee  
Sponsorship Manager  
Ceremony Producer

**SUPERVISES**

Ticketing & Invitations Coordinator  
Publicist  
Other Contractors (as applicable)

**WORKLOAD**

**Ceremony Lead Up**

December - April  
Approx. 7-12 hours a week

**Remainder of Year**

Approx. 1 hour a week

**DESIRED COMMITMENT**

Minimum two years

## RESPONSIBILITIES

- Contribute to development of the Association's strategic plan, and realisation of all measurable outcomes relating to Audience Development.
- Develop a 3-year marketing plan including identifying goals, objectives, positioning, point of difference, narrative voice and target audiences.
- Update and improve marketing and communications tools such as website, secure pay mode and CRM.
- Manage budget for Marketing & Communications.
- Develop and implement the strategy for campaigns on time, on budget, and in consultation with Executive Committee.
- Support the Sponsorship/Relationships Manager to expand funding base by developing targeted marketing and promotional strategies, key messages and communications collateral.
- Engage archivist to gather, document and archive historical materials and artefacts for exhibition and future promotional activity.
- Commission and prepare general promotional montages, copy and other collateral with GRA branding as required.
- Manage the Association's social media channels.

## MEASURABLE OUTCOMES

- Media engagement and coverage of nominations and ceremony results.
- Steady growth of engagement on social media platforms.
- Increasing database of eNews subscribers.
- Effective marketing and communications campaigns, reaching desired target audiences.
- Live coverage of event via Green Room Awards social media platforms.
- Delivery of post-event report, summarizing all marketing and communications activities, results and suggestions for improvement.
- Attendance at relevant meetings, including ceremony planning and debriefs.

## DESIRED SKILLS & EXPERIENCE

- Background in or knowledge of the Performing Arts sector.
- Demonstrated understanding of Marketing and Communications through either previous experience or relevant education in the field.
- A proven ability to learn software programs quickly.