



## GRAA MARKETING & COMMUNICATIONS - POSITION DESCRIPTION

JOB TITLE	JOB LOCATON	REPORTS TO	REMUNERATION
Marketing and Communications Manager	Home Office	Executive Committee	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

Auspicious Arts Projects (GRAA's auspicing body)

### WORKLOAD

4 hours per week plus Executive Committee and General meetings.

### DESIRABLE SKILLS

- Strong Marketing and Social Media skills
- Strong knowledge of the performing arts sector
- Experience in arts management or similar
- Teamwork/collaborative skills
- Commitment to First Peoples
- Commitment to access, diversity and inclusion

### RESPONSIBILITIES

- Contribute to development of the business plan, and realisation of all KPIs relating to Audience Development;
- Develop and implement strategic Marketing and Communications plans for the GRA;
- Develop 3-year marketing plan including identifying goals, objectives, positioning, point of difference, narrative voice and target audiences, with input from executive committee, for submission to City of Melbourne;
- Update and improve marketing and communications tools such as website, secure pay mode and CRM
- Manage Marketing Communications budget;

- Develop and implement the strategy for campaigns on time, on budget, and in consultation with Executive Committee;
- Develop branding document and ensure all collateral/communications (including website) align with organisational guidelines and voice;
- Support the Sponsorship/Relationships Manager to expand funding base by developing targeted marketing and promotional strategies, key messages and communications collateral;
- Maintain an up-to-date CRM and work to increase the association's databases and utilisation of its data.

#### Strategy Development

- Assist in refining communications and marketing goals in line with organisational funding requirements, funding agreements and business plan;
- Strengthen GRA brand to further cement GRA role and positioning;
- Develop ceremony-related marketing goals, strategy and tactics;
- Provide strategic communications and marketing support for funder-related activity;
- Attend executive committee meetings;
- Create a post-ceremony campaign report for executive committee review
- Liaise and manage ceremony publicist and other contractors as required

#### Copy Writing

- Prepare copy for event announcements, press releases, nomination announcements, website, e-communications and other where necessary.

#### Website

- Lead project to update GRA website;
- Assist with website updates where required.

#### Social Media

- Develop content plans for GRA public facing platforms and manage the Association's social media channels;
- Liaise with PR agency;
- Software knowledge needed: Facebook, Instagram, Twitter, LinkedIn, Canva, Hootsuite.

#### Administration

- Create and maintain up-to-date files to ensure information can be readily accessed by committee, contractors, and successor/s;
- Software knowledge needed: Facebook, Instagram, Twitter, Google docs, MS word, Dropbox, Jotform, Mailchimp

## Reporting and Evaluation

- Monitor and report on response to communications, marketing and community engagement activities (including social media, sponsor or stakeholder anecdotal or written feedback, etc)
- Based on this reporting, recommend any necessary changes to these program and activities
- Other communications duties as required.

Please send in written applications including a covering letter and CV to:

[secretary@greemroomawards.org.au](mailto:secretary@greemroomawards.org.au)