POSITION DESCRIPTION

Position title: Marketing Manager

Position status: 3 year contract

Salary package range: Salary package range depending on experience $75,000-$85,000 (which includes base salary plus 17.5% annual leave loading and 9.5% employer's contribution to superannuation)

Team: Audience Engagement

Reporting to: Head of Communications & Marketing

Date reviewed: July 2015

Approved by: Director, Audience Engagement

Overview of the MCA

A bold, new and significantly expanded Museum of Contemporary Art Australia was unveiled to the public in March 2012. The redevelopment has transformed the MCA, with spacious new galleries including an entire floor dedicated to the MCA Collection; the National Centre for Creative Learning with state-of-the-art technology; public spaces that embrace one of the world's most famous locations, and a series of site-specific artists’ commissions.

The new building responds to its unique location and meets the needs of the Museum, bringing together old and new to create a context for engaging artists with audiences for the 21st century.

The MCA's vision is to engage audiences with contemporary art and ideas through the presentation of a diverse program of exhibitions and special events. From major thematic exhibitions and surveys of established artists, solo exhibitions and artist projects, to new work by emerging artists, the MCA program covers the range and diversity of contemporary art.

By focusing on the work of living artists, the MCA is dedicated to delivering programs that present challenging and enriching experiences for visitors through its core activities of exhibitions and learning programs.

Located on one of the most beautiful sites in the world at Sydney's Circular Quay, the Museum of Contemporary Art opened to the public in 1991. Established by the University of Sydney through the J.W. Power Bequest with the assistance of the New South Wales Government, it is Australia's only contemporary art museum dedicated to exhibiting, interpreting and collecting contemporary art.
Overview of the position

Responsibilities include planning, developing and overseeing the content and production of all MCA marketing campaigns and materials, delivering the Museum's advertising campaigns, building signage, as well as special projects in visitor research.

In addition, he/she will participate in audience development planning, brand-related initiatives, and developing and implementing internal marketing systems and processes, including market segmentation and targeted campaigns. He/she is also responsible for providing marketing support to other fundraising and revenue-generating areas of the Museum (Membership programs, Philanthropy, food outlets, Sponsorship / Partnerships, MCA Store, MCA Venues, etc.).

Reporting to this position are Marketing Assistant and Digital Marketing Coordinator (dotted line management to Head of Communication & Marketing). The Marketing Manager is responsible for managing the marketing budget and day-to-day activity of the team. The Marketing Manager collaborates closely with many departments across the organisation, most commonly the Public Relations, Development & Enterprises, Student & Teacher Engagement, Public Engagement and Graphic Design teams.

Accountabilities of the position

Marketing

- Develop and implement the MCA's Marketing Strategy to maximise brand exposure and build audiences for the MCA, its Collection, exhibitions, programming, events and venues.
- Develop and deliver innovative marketing campaigns for MCA exhibitions, programs, special projects, and events in close consultation with the Head of Communications & Marketing and Curatorial, Digital and Audience Engagement teams.
- Develop and implement creative, innovative and cost effective strategies and advertising campaigns for broadening and increasing audiences for all MCA activities.
- Manage the Museum's print, outdoor and online advertising campaigns, providing advice on spend, and tracking budgets.
- Take responsibility for ensuring uniformity and a consistently high standard of all collaterals.
- Maximise revenue potential of MCA ticket sales, special events and retail outlets through insights-based tactical and strategic recommendations, including investigation into and analysis of ticket purchasing behaviour and engagement.
- Investigate potential joint/cooperative marketing opportunities for the MCA.
- Develop, coordinate, proof and edit content for marketing and internal publications and collaterals, ensuring that all written communication and image captions are correct, cohesive and effective.
- Develop creative briefs for MCA Design Studio, and manage sign-off processes and ensure timely completion of projects.
- Oversee all marketing events including exhibition openings and seasonal launches.
- Represent the MCA at industry events as appropriate; form strong working relationships with marketing staff from other institutions.
- Grow the MCA email database and ensure it is an effective marketing tool.

Digital Media

- Work with the Digital Marketing Coordinator to ensure that the Museum's digital marketing and social media activities (including PPC, digital advertising, Instameets, among others) are fully integrated into the Museum's overall marketing strategy and reflect our broader range of activities.
- Ensure that the MCA website is regularly updated and developed as a marketing tool.
- Report on digital marketing metrics, spend and achievements.
- Manage digital marketing partners and agencies.

Signage

- Develop and implement MCA signage protocols (including digital, temporary and permanent signage).
• Coordinate the design, production and installation/de-installation of MCA exhibition & program related, building and directional signage, liaising with MCA departments, the MCA Design Studio, and external suppliers to ensure quality control, effective communication, and timely delivery of signage.

Other departments

• Act as the liaison between Marketing and other teams including Creative Learning, Curatorial, Philanthropy and Venues.
• Advise other teams on marketing strategies and assist in the development of marketing materials ensuring a consistent look and feel across the Museum.
• Liaise with the Design Studio, ensuring our brand identity is consistently maintained across all work.

Partnerships

• Develop cooperative marketing relationships with our existing partners and across other sectors including local government, to raise the MCA’s profile and achieve its marketing objectives.
• Identify and implement sales promotions and cross promotions with other cultural institutions, retail, tourism, corporate and community organisations.
• Work with other cultural institutions to build the profile of the arts in Sydney.

Visitor research & evaluation

• Oversee the Museum’s visitor research program under the supervision of the Head of Communications & Marketing, including developing research projects, managing the relationship with the MCA’s market research provider and making changes to visitor surveys where relevant.
• Analyse visitor research to assess the impact of marketing campaigns, and make insight-based recommendations to influence future tactical activity.
• Incorporate findings of visitor research into MCA marketing strategy and corporate reports.

Supervision

• Manage the Marketing Assistant and Digital Marketing Coordinator. Oversee all tasks undertaken by those positions, assigning activities, managing priorities and coordinating workloads to ensure the smooth delivery of marketing plans.

Change Management/Flexibility

• Ability to demonstrate support for innovation and for organisational changes required to improve the MCA’s effectiveness.
• Work cooperatively with others to produce innovative solutions and recognise the merits of diverse perspectives and the ideas of others.
• Able to see the merits of perspectives other than his/her own.

Workplace health and safety

• Work in accordance with the principles of equity, access and fairness. Respect WH & S work practices and procedures; work with due care and consideration to safeguard your own health and safety and the health and safety of others.

Key selection criteria

Essential

• Relevant tertiary qualifications in Marketing, Communications, Team Management and Project Management and/or 3-4 years equivalent experience in a similar role.
- Proven track record in working cooperatively with a range of internal and external professionals in the development, implementation and evaluation of advertising campaigns and marketing plans.
- Experience in managing the production and coordination of advertising and promotional materials and working closely with graphic designers.
- Experience in the development and implementing of market research briefs with external partners and evaluating research outcomes.
- Passion for creative development with sound experience in creative execution, copy writing and editing.
- Solid analytical skills and computer literacy skills with Microsoft Office, especially with Excel.
- Proven strengths in planning and project management skills and delivering competing priorities.
- Experience managing budgets and tracking expenditure.
- Passion for the digital industry coupled with high awareness of digital marketing trends.
- Excellent attention to detail and strong communication, relationship management and negotiation skills.
- A demonstrated commitment to the Museum’s objective of promoting the work of living artists and making contemporary art accessible to broad audiences through the imaginative and creative presentation of exhibitions and programs on contemporary visual culture.
- A demonstrated commitment to the principles and application of Equal Employment Opportunities, Anti-discrimination legislation and Occupational Health and Safety legislation in the work place.

Desirable
- Experience managing projects in a gallery environment, including knowledge of public/education programs.
- Developed networks in the Sydney area.
- Experience and/or interest in contemporary visual arts and culture.
- Experience with Adobe Photoshop.
- Previous staff management experience.
- Experience working in the not-for-profit sector and or cultural environment.

Person Specification
The Marketing Manager is a dynamic person who is highly motivated and enthusiastic about working with a leading brand in contemporary art and visual culture. He/she works well within a team and has strong interpersonal and communication skills and a natural ability to relate to people at all levels.

Terms and conditions of employment
This is a full time 3 year contract position reporting to the Head of Communications & Marketing. This position may be required to work some evenings with time in lieu arrangements.

Package includes 4 weeks annual leave (17.5% annual leave loading), 10 days carers/sick leave and 9.50% superannuation company contribution. Appointment will be conditional on an initial three months’ probationary period, which may be extended for additional three months; thereafter termination by either party will require written notice of 4 weeks.

Applications
Short listing for interviews will be based on applicants meeting the essential criteria listed in the position description. Please send your application, including a document addressing the selection criteria and the names and telephone numbers of two referees to the Human Resources, Museum of Contemporary Art, PO Box R1286, Royal Exchange, NSW, 1223 or email positionsvacant@mca.com.au.