

TarraWarra Museum of Art Ltd  
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## **MARKETING & EVENTS MANAGER**

### **TarraWarra Museum of Art, Healesville**

Reports to: Director, TarraWarra Museum of Art  
Supervises: Digital Marketing Officer  
Application due: Midnight, Friday 15<sup>th</sup> January 2021  
Position commences: February 2021  
Salary: \$72,325 plus 9.5% super guarantee

### **About TarraWarra Museum of Art**

TarraWarra Museum of Art was established as a not-for-profit charitable organisation in 2000 and opened in 2003. The Museum actively engages with art, place and ideas, where unexpected links between contemporary art and modernism are presented within global, national and Indigenous contexts. Situated in the spectacular Yarra Valley, on the cusp of outer Melbourne and inner regional Victoria, the Museum presents inventive links between modern and contemporary art through a range of exhibitions and public programs. At the heart of the Museum is a collection of over 650 modern and contemporary Australian art works donated by founding patrons Eva Besen AO and Marc Besen AC. TarraWarra Museum of Art provides artists and audiences opportunities to participate in the world around them through collaborative exchanges. We value artists for the worlds created through their artwork and take our natural environment as a point of inspiration for creating immersive atmospheres and a retreat for the imagination. TarraWarra Museum of Art has a national and international reputation for curating significant exhibitions, where we champion our art collection with Australian and international contemporary artists and curators.

### **Position Overview**

The position is located at the TarraWarra Museum of Art and is responsible for strategically planning and implementing the Museum's marketing to promote exhibitions, collections and associated programs and events. The purpose of the role is to increase visibility of the Museum to a diverse public including tourists to the Yarra Valley; and to increase audiences. The Marketing and Events Manager is responsible for the design brief of invitations and marketing collateral, working in collaboration with the Museum's designers Paoli Smith Creative. The incumbent will write and produce the e-news, social media posts and website updates, as well as liaise with local and state tourism organisations. The position is also responsible for assisting in the delivery of the Museum's public programs and events, including the annual Australian Chamber Orchestra weekend. The role will coordinate the organisational aspects of events and programs at the Museum and liaise closely with the Education Coordinator and Medialink, the Museum's media advisors.

A casual 2 day per week Digital Marketing Officer reports to the role.

## **KPIs**

- Successful implementation of marketing and events strategy
- Achieving marketing and events strategy on time, in line with budget without compromising on quality
- Raise the profile of the Museum in a COVID-19 environment with a dynamic online presence.

## **Duties and Responsibilities**

- Strategically plan and implement the Museum's Marketing and Events Strategy through the development and distribution of all communication materials under the general direction of the Director, and in close partnership with Medialink.
- Prepare and distribute regular, timely content through the digital e-news updates, education and public program announcements, and event and exhibition invitations and flyers, and monitor associated budgets.
- Create, edit and publish content to the Museum's website and work in collaboration with the Museum's web designers.
- Plan and supervise the implementation of the Museum's Social Media Strategy in close collaboration with the Museum's media advisors with the assistance of the Digital Marketing Officer.
- Coordinate and organise the Museum's events, such as openings, an annual weekend event, locals' nights, talks and other public events. Duties include liaising with and booking artists and suppliers, managing invitation lists and planning events and public programs with the Curator and Education Coordinator.
- Actively seek marketing partnerships.
- Actively promote the Museum with tourism organisations.
- Increase visitation to the Museum, as identified in the Strategic Plan.
- Plan and coordinate the Museum's advertising program, including monitoring of associated budgets.
- Work in strategic collaboration with the Museum's media advisors.
- Participate in the Museum's corporate life including attendance at, and assistance with openings, stakeholder events and other after-hours programs as required.
- Maintain accurate records for the above activities for reporting to key internal and external stakeholders.

## **Selection Criteria**

The successful candidate must possess the following attributes to perform well in this role:

1. A degree in Journalism, Communications, or Marketing, or a relevant discipline, with relevant work experience in a similar arts-related role, or an equivalent combination of knowledge, training and experience.
2. Excellent interpersonal and written skills with a high attention to detail, and a proven ability to write, scope and produce marketing collateral for a variety of traditional and emerging communication channels across print and digital media.

3. At least three years' demonstrated experience coordinating and implementing website content, electronic communications, and promoting via social media, effectively, accurately and timely.
4. Demonstrated experience in supervising or collaborating with media advisors and or publicity experience.
5. Demonstrated experience in managing events in a risk averse and timely manner.
6. Demonstrated project administration and time management skills, to effectively plan workloads and prioritise multiple tasks, ensuring deadlines are met in a high-pressure environment.
7. Ability to work autonomously with general supervision, as well as being a collaborative member of a small, dynamic team.
8. Proven experience with specialist administrative, information management and database software applications, with proficiency in MS Office, Adobe Creative Suite, Salesforce, Mail Chimp and familiarisation with Campaign Monitor and WordPress.
9. Knowledge of current copyright laws in relation to artist's copyright.
10. Appreciation of and/or knowledge about contemporary and/or modern Australian visual arts.
11. Current driver's licence and car.
12. Applicants are required to have the right to live and work in Australia. The successful candidate must be willing to undergo and maintain a valid Working with Children Check.

The successful candidate should also be aware of the following OHS procedures:

- Understand and take responsibility to ensure you and your team operate within the OHS legislation and OHS policies and procedures of TarraWarra Estate, as documented in the TWE OHS Management System.
- Ensure your department is represented in the OHS Committee meetings and other consultation arrangements.
- Work in a manner that is not harmful to your own health and safety and the health and safety of others, by following TarraWarra's health and safety policies, procedures and instructions. Ensure your team do the same.
- Not interfere with or misuse anything or process that is provided at the workplace in the interests of health, safety or welfare
- Actively lead and participate in consultation on health and safety issues, including providing feedback to resolve issues, identifying hazards in the workplace and contributing to their elimination and risk controls, reporting any incident, injury or near miss that has or may cause harm to any person or item of property, participating in incident, injury or near miss investigations as required and contributing to developing and implementing corrective actions
- Attend health and safety training that is required to safely perform this role and to maintain knowledge of health and safety matters, this includes attendance at fire and evacuation drills and maintaining basic firefighting and prevention knowledge

### **Hours of Duty**

Normal working hours are generally 38 hours per week, 9.00am to 5.00pm, Monday to Friday with a 40 min lunch break per day. TarraWarra Museum of Art has a flexible work policy, including work-from-home arrangements.

There may be occasions where work will need to be completed outside the normal working hours for which overtime is not additionally compensated, unless pre-approval is obtained from the Employer. Overtime is awarded as time off in lieu (TOIL) of payment of overtime. The maximum accrual that can ever be accumulated in one month for TOIL is 2 days that is to be accessed at a time mutually agreeable with your Employer.

### **To Apply**

Applications must be submitted by email to:  
Victoria Lynn, Director, TarraWarra Museum of Art.  
[recruitment@twma.com.au](mailto:recruitment@twma.com.au)

and should consist of:

- A current CV with two professional referees
- A cover letter (no more than 1 page)
- Responses to the Selection Criteria demonstrating relevant examples of experience (no more than 2 pages)

Application deadline: Midnight, Friday 15<sup>th</sup> January 2021

### **Inquiries**

Please leave your name and phone number with Museum reception on (03) 5957 3100 and we will return your call.