



## DIGITAL MARKETING OFFICER

Reports to: Marketing and Events Manager, TarraWarra Museum of Art

TarraWarra Museum of Art was established as a not-for-profit charitable organisation in 2000 and opened in 2003. TarraWarra Museum of Art brings together the appreciation of both art and place. Situated in the spectacular Yarra Valley, on the cusp of outer Melbourne and inner regional Victoria, the Museum is uniquely positioned to deliver the important history of Australian modernism and new developments in contemporary art to a large cross section of the Victorian public. 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. The principal sponsor of the Museum is the TarraWarra Museum of Art Foundation. The Museum is also supported by a range of corporate, philanthropic and in-kind sponsors and partners.

### Position Overview

This 2 day a week position over a four-month contract is located at TarraWarra Museum of Art and is responsible for coordinating TarraWarra Museum of Art's digital presence. The applicant will need to be able to begin employment in May 2021.

### TarraWarra Museum of Art 2025 Vision

Building on the Eva and Marc Besen gift, TarraWarra Museum of Art actively engages with art, place and ideas, where unexpected links between contemporary art and modernism are presented within global, national and Indigenous contexts.

### Our Values

Excellent – Unexpected – Experiential – Connected – Collaborative – Sustainable

### KPI's

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| 1. Co-ordinate social media content in a timely and accurate manner, with social content to be planned two weeks in advance aligned with key messages. |
| 2. Drive visitation to the Museum through compelling digital messaging and audience journeys.  |
| 3. Deliver online events and programs with respect, accuracy and timeliness.   |

### Duties and Responsibilities

#### Artistic Vision

Co-ordinate the digital media schedule and create digital communications that reflect TarraWarra Museum of Art's values and brand guidelines.

#### Active Engagement

Create and plan digital communications for all relevant stakeholder groups primarily using (but not exclusive to) Facebook, Instagram, Twitter, and LinkedIn.

Provide analysis and reporting of audience segments and reach through supplied digital report metrics and requirements.

Under Direction of the Marketing and Events Manager, contribute to the social and content strategy development, positioning TarraWarra Museum of Art at the forefront of digital engagement.

As directed, liaise with the Marketing and Events Manager to create content pieces and campaigns for TWMA social platforms, including paid campaigns across social and search.

Research additional content sources and liaise with intellectual property owners to ensure correct acknowledgements and funding appears with the use of images. Document public programs and exhibition experiences through photography and written content.



Monitor Twitter, Facebook, Instagram, YouTube, partnership assets, podcasts, TWMA Channel, website and outreach opportunities (bloggers, influencers) for trends and feedback. Assist the Marketing and Events Manager to moderate, respond to and re-share content. Assist in moderation of Google reviews and update Museum hours across various platforms as required.
Coordinate the digital marketing campaign for the online shop by assisting with photoshoots and creative development, executing paid search and social campaigns, updating the website (Wordpress) with events and communications.
Assist with drafting and designing email communications including the Monthly newsletter, including assistance with the mail list.
Assist in coordination of ad material briefing and distribution as required.
Create event listings on Facebook and use TryBooking as required.
Assist with various PR communications requests including proofing and supply of approved images.
Assist in the coordination of various innovative and engaging social initiatives, online events and programs for targeted audiences with influencers and target audiences in conjunction with the relevant departments.
Participate in the Gallery's corporate life including attendance at, and assistance with openings (when permitted), virtual launches, stakeholder events and other after-hours programs as required
Maintain accurate records and excellent filing for above activities, including documentation of processes
<b>OHS</b>
Maintain a clean and safe workplace for staff, contractors, volunteers and visitors
Report issues of concern such as hazards and risks and where applicable, rectify
Adhere to TWMA's Policies and Procedures

### Key Selection Criteria

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

1. A relevant tertiary degree and practical experience in a digital marketing role.
2. Demonstrate creativity and innovation, by being able to generate new ideas and new ways of doing things.
3. Proven ability to think strategically.
4. Excellent interpersonal skills, with a demonstrated ability to develop and maintain effective working relationships with key stakeholders both internal and external to the organisation. The applicant will use a polite and considerate manner when dealing with others.
5. Demonstrate attention to detail, identifying gaps in information, logical sequences, and practical considerations of plans and activities.
6. Excellent presentation skills combined with outstanding oral and written skills including writing for online platforms. In particular, the applicant will be able to write clear, concise and grammatically correct language with the ability to adjust style and tone.
7. Excellent organisational skills, strong time management skills, ability to set priorities, capacity to meet deadlines, be self-motivated, possess drive and commitment, and work autonomously or as part of a team.
8. Excellent computing skills including knowledge of MS Office, CRM and database applications, MailChimp, Canva, Sprout Social, Facebook Business, Instagram, YouTube and Twitter platforms and communities. Knowledge of image and video editing software will be highly regarded.
9. Current driver's licence and car.
10. Ability to act with diplomacy and maintain confidentiality on all information relating to TWMA business.

## TarraWarra Museum of Art Ltd

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### The successful candidate should also have:

Understanding of digital media in an arts industry context

Understanding of the not-for-profit arts sector

### Hours of Duty

Normal working hours will be 15.2 hours per week for this two-day per week (0.4) position, over a four-month fixed term contract. There will need to be some flexibility in the days of the week to be worked for social media monitoring, and some work can be done from home.

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. TarraWarra Museum of Art has a flexible work policy.

### Other Relevant Information

TWMA is an Equal Opportunity Employer and operates a smoke free workplace.

All employees of TWMA are required to undergo a security clearance performed by the Australian Federal Police and are required to have a Working With Children check.

It is the employee's responsibility to familiarise themselves with, understand and adhere to the Museum's Policies and Procedures.

This appointment will be subject to a four-week probation.

### Applications Due: 5pm Sunday 2 May

Salary: \$64,220 pro rata (0.4) for the four-month contract period plus the Superannuation Guarantee Contribution of 9.5%

### To Apply

Enquiries to Jasmin de Wolf, Marketing and Events Manager, [jasmin@twma.com.au](mailto:jasmin@twma.com.au) / 0404 191 880.

Applications must be submitted by email to: [recruitment@twma.com.au](mailto:recruitment@twma.com.au) and should consist of:

- A current CV of no more than 3 pages with two professional referees
- A cover letter (no more than 1 page)

Responses to the Key Selection Criteria demonstrating relevant examples of experience of no more than 4 pages.