

TarraWarra Museum of Art Ltd
ABN 36 093 516 495

Postal Address PO Box 310
Healesville Victoria 3777 Australia

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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 art, place and ideas. 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 two day a week position over a six-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 August 2022. Flexibility in working arrangements is available.

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

1. Co-ordinate social media content in a timely and accurate manner. Deliver content based on strategic social media and content plans.
2. Drive visitation to the Museum through compelling digital messaging, engaging creative content, clear communication, and customized audience journeys.
3. Deliver online campaigns, publishing activities, and programs with respect, accuracy, and timeliness.
4. Work closely with all team members, agencies, and stakeholders to ensure visually compelling and well written content meets all requirements and brings the vision of TarraWarra Museum of Art to life.

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, schedule and post content on all social media platforms (Instagram, Facebook, Twitter etc.) Includes sourcing of imagery, updating graphics, and writing copy.

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Provide assistance with analysis and reporting of audience segments and reach through digital reporting metrics and requirements. Together with the Marketing and Events Manager, recommend improvements for strategic planning based on data insights.
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 and TarraWarra Channel, 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.
Other digital marketing assistance as required including video and audio editing
Assist in the delivery 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.
Occasionally participate in the Gallery's corporate life including attendance at, and assistance with live Instagram stories or other general assistance at openings, virtual launches, stakeholder events and other after-hours programs.
Maintain accurate records and excellent filing for above activities, including documentation of processes.
OHS
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 to perform well in this role:

1. A relevant tertiary degree and/or equivalent practical experience with a minimum of two years in a digital marketing role.
2. Demonstrated creativity and innovation, by being able to generate new ideas and new ways of doing things.
3. Proven ability to think strategically, including experience creating and delivering strategic digital marketing campaigns and supporting documentation.
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. Demonstrated 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 engaging content and story creation for online platforms. In particular, the applicant will be able to write clear,

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concise, and grammatically correct language with the ability to adjust style and tone.

7. Demonstrated experience planning and creating visual content for social media platforms, including experience working with photographers, videographers, business and creative stakeholders.
8. Excellent organisational and time management skills, ability to set priorities, document processes, capacity to meet deadlines, act with integrity, be self-motivated, possess drive and commitment, and work autonomously or as part of a team.
9. Excellent social media and computing skills including knowledge of MS Office, CRM and database applications, Wordpress, MailChimp, Canva, Sprout Social, Facebook Business Suite, Instagram, YouTube and Twitter platforms and communities. A minimum of two years' experience managing digital marketing platforms including content creation and campaign management. Sound knowledge using image and video editing software/apps, social measurement and monitoring platforms. High awareness of digital trends and community management issues.
10. Current driver's licence and car.
11. Ability to act with diplomacy and maintain confidentiality on all information relating to TWMA business.

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 six-month fixed term contract with a potential view to an ongoing role. 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.

To be eligible to apply for this position, applications must have existing Australian work rights.

Applications will not be accepted from recruitment agencies.

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

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Applications Due: 5pm Thursday 21 July 2022

Salary: \$67,430 per annum pro rata (0.4) for the six-month contract period plus the Superannuation Guarantee Contribution.

To Apply

Enquiries to Jasmin de Wolf, Marketing and Events Manager, jasmin@twma.com.au / 0404 191 880.

Applications must be submitted by email to: recruitment@twma.com.au and should consist of:

- A current CV (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 (no more than 2 pages.)