
Position Description:

Digital Marketing Coordinator

Are you a digitally minded, highly organised person who wants to work in a creative environment? We're looking for a detail-driven marketing professional to join our passionate team in the not-for-profit sector. If you bring relevant experience, sound judgement, and an interest in connecting audiences with contemporary art, we'd love to hear from you!

<u>Reports to:</u>	Marketing and Communications Manager, TarraWarra Museum of Art
<u>Special Conditions:</u>	Attendance at special openings and events outside normal working hours may be required. Any additional hours will be managed in accordance with applicable employment conditions.
<u>Hours of Duty:</u>	Normal working hours are generally 30.4 hours per week (4 days per week), 9.00 am to 5.00 pm. The museum operates a hybrid working model, and the position is required to attend site two days per week.
<u>Salary Range:</u>	\$60,000 - \$62,500 depending on experience plus 12% superannuation (FTE \$75,000 - \$78,125)

To Apply

<u>Applications due:</u>	Monday 21 September 2026, 5 pm.
<u>Enquiries to:</u>	Timothée Nicot, Marketing and Communications Manager (03)5957 3121 or timothee@twma.com.au

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

- A current CV with two professional referees (max 3 pages; referees will not be contacted prior to the interview stage),
- A cover letter (no more than 1 page),
- An explanation of how your qualifications, experience and capabilities address the key selection criteria (no more than 4 pages).

Equal Opportunity

We are committed to creating a workplace that reflects the diverse community we serve and where everyone feels respected, valued, and empowered. In accordance with the Equal Opportunity Act 2010 (Victoria), we actively promote a culture of inclusion and fairness, and we do not tolerate discrimination, sexual harassment, or victimisation in any form.

We welcome applications from people of all backgrounds, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse communities, people with disabilities, and people of all genders and sexual orientations. We strive to provide reasonable adjustments and support to ensure equal access to employment and participation. If you require adjustments to participate in the recruitment process, please let us know when you apply

Our goal is to foster a safe, inclusive, and equitable environment where all individuals can thrive.

Other requirements

The successful applicant will be required to hold or obtain a valid Working with Children Check and undergo a National Police Check prior to commencement, and must have the right to work in Australia. A current Australian driver's licence and access to suitable transport for work-related travel, where required.

About TarraWarra Museum of Art

TarraWarra Museum of Art is a unique institution within Australia. Located on Wurundjeri Country in the Yarra Valley, Victoria, it was founded by the late Marc Besen AC and Eva Besen AO, who not only gifted the award-winning purpose-built Museum designed by the late Allan Powell, but also donated over 600 works of Australian art from their private collection.

Welcoming audiences since 2003, TarraWarra is a leading not-for-profit public art gallery that features inventive, stimulating exhibitions and programs on 20th- and 21st-century art. TarraWarra Museum of Art has a national and international reputation for curating significant exhibitions and programs with Australian and international contemporary artists and curators. The Museum presents three to four major exhibitions per year featuring Australian and international modern and contemporary artists and guest curators.

TarraWarra Museum of Art understands the vital role that art can play in fostering a culture and a community that proudly recognises and respects the creative expressions, living traditions, deep knowledge systems, diverse talents, and abiding connection to Country of Aboriginal and/or Torres Strait Islander peoples across Australia. Through the presentation of a range of stimulating, innovative and challenging commissions, exhibitions, public programs, and learning and engagement activities, we have provided opportunities for Aboriginal and/or Torres Strait Islander peoples to share with our audiences their diverse artistic and cultural practices, express their historical experiences and convey their unique contemporary perspectives and insights.

From July 2023 to July 2025, the Museum implemented its first Innovate Reconciliation Action Plan, which involves the full support and commitment of all management and staff.

Our Vision

Connecting Art, Place and Ideas

Our Purpose

- Generate a suite of exhibitions and experiences, drawing inspiration from our location, exemplary collection and current ideas. We aim to engage with audiences to develop a deeper understanding of the worlds that artists create.
- It is imperative that every person contributes toward TarraWarra Museum of Art achieving the goals within the Strategic Plan 2024-2027, which are:
 - ⇒ *Connecting Art, Place and Ideas*
 - ⇒ *Audience engagement*
 - ⇒ *Collaborating with the sector*
 - ⇒ *Providing for robust, sustainable and secure operations*

Our Values

- Respect for First Nations voices of Wurundjeri Country and beyond
- Respect for art and the artist
- Respect for the spirit of philanthropy, the inspiration for the Museum
- Respect for the natural world and sense of place, inspiring fresh creative perspectives
- Respect for the diversity of our visitors
- Respect for the curiosity of our audience
- Respect for cultural safety, equity and access

Position Overview

The Digital Marketing Coordinator supports the TarraWarra Museum of Art team in delivering digital communications and marketing campaigns that raise the Museum's profile and deepen audience engagement. This role is responsible for the Museum's social media channels, website content, digital advertising, CRM and audience segmentation, and coordinating digital marketing for exhibitions, events and programs. The Digital Marketing Coordinator works closely with, and under the supervision of, the Marketing and Communications Manager, and collaborates across departments to ensure consistent messaging and effective promotion across all digital platforms.

KPIs

Manage the creation and delivery of engaging, accurate and timely digital content and campaigns across social media, website, email and digital advertising channels, a high level of accuracy, aligned with exhibition and program priorities and the Museum's brand voice.
Update and maintain website content for exhibitions, events, education programs, and news to keep all information current, accurate, and reflective of the museum's offerings.
Maintain the accuracy, consistency, currency and security of the Museum's digital platforms, content filing, contact lists and audience data, ensuring content and systems are correct, up to date and ready for use at all times.
Support the Marketing and Communications Manager in delivering the Museum's overall marketing strategy and aligning with exhibition and program priorities and the Museum's brand voice.

Duties and Responsibilities

Key Accountability	Tasks
Connecting Art, Place and Ideas	Support the presentation of TarraWarra's exhibitions, collections and artist stories to audiences through digital channels, in consultation with the TarraWarra Museum of Art team: • Update and maintain website content for exhibitions, events, education programs and news, keeping all information current, accurate and reflective of the Museum's offerings. • Support the production of email campaigns (e-newsletters, e-invitations, event announcements), including drafting copy, sourcing images and providing ticket links, working closely with the Marketing and Communications Manager who leads on design and distribution. • Coordinate the creation of digital content (images, videos, graphics) and maintain an organised library of digital assets for easy access and reuse across campaigns. • Support the organisation and coordination of photography and video documentation of exhibitions, programs and special events, including capturing content at openings and key events (occasionally outside normal hours) or liaising with external photographers and videographers to secure high quality visual assets. • Coordinate with Curatorial to obtain sign-off on exhibition and artist related content prior to publication, ensuring all public-facing copy accurately reflects approved curatorial language and artist requirements.

<i>Collaborating with the Sector</i>	<i>Contribute to the goal within the Strategic Plan of Collaborating with the Sector by supporting activities that enhance the Museum's relationships and partnerships with tourism bodies, media and other stakeholders, this may include the following tasks:</i> • Manage TarraWarra's presence on relevant tourism and partner platforms and listings (e.g. Visit Victoria, Tourism East sites and other partner organisations), ensuring exhibition, event and visitor information is accurate and current across all external listings. • Contribute to the strategic redevelopment of the Museum's website, including requirements gathering, vendor evaluation and coordination of integrations with core systems, working with the Marketing and Communications Manager and external vendors to ensure the rebuilt site meets institutional needs. • Communicate event information and marketing material to publicists, journalists, influencers and event listing platforms, ensuring consistency of messaging across all external channels and promotion partners.
<i>Audience Engagement</i>	<i>Contribute to the goal within the Strategic Plan of Audience Engagement by growing and deepening audience relationships across digital channels, this may include the following tasks:</i> • Develop and maintain the Museum's social media content plan across all channels (primarily Facebook, Instagram and LinkedIn), ensuring content aligns with exhibition and program priorities and reflects the Museum's brand voice, and identifying opportunities on emerging platforms to reach new and diverse audiences. • Plan and implement targeted digital advertising campaigns (e.g. Meta ads, Google Ads) to promote key exhibitions and events, in line with approved budgets and marketing strategies. • Build and maintain the Museum's contact and mailing lists, including the tag structure used for audience segmentation, ensuring lists are accurate, current and ready for targeted campaign use. • Monitor the Museum's online community interactions (comments, messages, reviews) and respond promptly and professionally to foster positive engagement and address inquiries or issues. • Coordinate promotion of the Museum's ticketed events across all channels, including the website, social media, EDMs and event listing platforms, and manage event listings and ticketing setup with all details uploaded accurately and on time. • Work with Programs and Events staff to plan and deliver marketing for public programs, talks, tours and events, ensuring promotional timelines align with event scheduling and ticketing requirements.

<i>Providing for Robust, Sustainable and Secure Operations</i>	• Monitor and analyse digital engagement metrics (social media insights, website analytics, email statistics) and prepare regular reports on campaign performance to inform future strategies. • Prepare comparative reporting on digital marketing performance across financial years, drawing on GA4, Meta and email platform data, to support board and leadership reporting requirements. • Maintain the Museum's marketing planner and content calendar as the central reference for campaign timing, content deadlines and cross-departmental input, keeping it current and accessible to relevant staff. • Work closely with internal teams (Curatorial, Exhibitions, Education, Public Programs) to support their digital marketing needs, ensuring timely promotion of their initiatives and consistent messaging across the organisation. • Adhere to TWMA's Policies and Procedures.
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Key Selection Criteria

<i>Qualification</i>	<i>A relevant tertiary degree in marketing, communications or a related field, or demonstrated experience with at least two years in a professional marketing or digital communications role (preferably in the arts, cultural or not-for-profit sector).</i>
<i>Experience and Knowledge</i>	• Demonstrated experience managing social media accounts and creating content for online communities, with proficiency in social media management tools (e.g. Meta Business Suite or similar). • Familiarity with website Content Management Systems (e.g. WordPress) for updating web content. • Experience supporting EDM campaigns using mass email platforms (such as Mailchimp, Campaign Monitor or similar), including managing subscriber lists, audience segmentation and analysing performance. • Experience coordinating marketing for events or festivals, including working under the time pressures of event cycles. • Familiarity with the Australian arts landscape and audience development in a gallery or museum context. • Familiarity with online ticketing systems or event platforms (e.g. Humanitix)

Capabilities	• Ability to track and interpret digital analytics, including social media insights, Google Analytics data and email metrics, and translate these into actionable marketing insights or reports • Strong writing and editing skills with a keen eye for detail, and the ability to craft clear, engaging copy and proofread materials to ensure accuracy and quality • Understanding of digital media in an arts context, including knowledge of artist copyright and moral rights regarding the use of artwork • Competence with common office and design software (MS Office 365 suite, CRM/database systems e.g. Salesforce) • Excellent organisational skills, with the ability to set priorities, manage multiple projects simultaneously and meet deadlines • Strong interpersonal and communication skills, with the ability to build effective working relationships across a wide range of stakeholders • Demonstrated creativity and initiative in developing engaging content and innovative marketing ideas • A genuine interest in art and culture and a commitment to TarraWarra's ethos and values • Attendance at evening or weekend openings and events
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Enquiries and applications to:

Timothée Nicot, Marketing and Communications Manager
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