

# BUNDANON TRUST

## POSITION DESCRIPTION

**Position Title:** **Marketing and Communications Manager**  
**Reports To:** Head of External Relations (to be appointed), Chief Executive Officer  
**Roles Reporting to this Position:** Digital Communications Officer  
**Accountable for:** PR and marketing consultants, graphic designers, website designers, videographers, photographers, copywriters, printers, advertising agencies, interns and volunteers.

## ABOUT BUNDANON

Led by the Board and CEO Deborah Ely, Bundanon Trust is about to undergo a significant transformation, with the construction of a gallery to exhibit its modern and contemporary art collection, educational facilities and associated accommodation, café and attendant visitor facilities. The Marketing and Communications Manager, with the Head of External Relations and the Trust's executive team, will play a key role in the development of a new and expanded narrative for Bundanon as an iconic cultural and tourist destination on the NSW South Coast. Further information here: <https://bundanon.com.au/riversdale-reimagined/>



Bundanon is a unique national and international arts and education organisation situated in regional Australia. Home to a valuable \$43M art collection, bequeathed by artist Arthur Boyd, the company hosts residential creative arts activities for school children and operates Australia's largest artist in residence program. Our unique public programs bring audiences together with leading artists, scientists and local voices. The Trust provides a platform for environmental research and is a wildlife sanctuary. Further information here: [www.bundanon.com.au](http://www.bundanon.com.au).

## **ABOUT THIS ROLE**

The Marketing and Communications Manager will devise and manage the implementation of a cohesive marketing, communications and public relations strategy for all the activities of Bundanon Trust across its visual arts, performance, education and environmental heritage programs.

This full-time position is based temporarily at Bundanon in Illaroo NSW while the company's new infrastructure is complete (late 2021), and the employee must be willing to adapt to a flexible working arrangement, in which weekend and evening work may be required, on site or elsewhere.

An attractive package of working conditions, salary and benefits will be negotiated with the successful candidate.

## **CLOSING DATE 14 APRIL 2020**

## **OVERALL RESPONSIBILITIES**

- Contribute to strategies which position Bundanon Trust as a major cultural and tourism destination on the NSW South Coast and consolidate its profile regionally, nationally and internationally
- Develop marketing strategies which will grow and diversify audiences
- Assist with stakeholder communication and management.
- Co-ordinate Bundanon's internal and external communication tools.
- Develop and monitor relevant budgets and maintain all records.
- Oversee staff, participate in the management team and prepare reports for the Board.

## **KEY CHALLENGES**

- Utilising the company's current period of partial closure, and in anticipation of unprecedented growth, develop strategies which will create new markets and transform perceptions of Bundanon's role in the Australian cultural landscape.

## **SELECTION CRITERIA**

### **Essential**

- Extensive job-related experience in a senior marketing and/or communications role.
- Leadership and management skills and experience in a complex environment
- Experience in writing and editing in print and web environments
- Experience in managing print and design, including proofing and budgeting
- Knowledge of relevant computer software systems including some or all of the following: Adobe Creative Suite CS4, Microsoft Office Suite, CRM and CMS.

- Knowledge of the Australian arts and/or education sectors
- Excellent negotiation, inter-personal and communication skills.
- Experience working within a multi-disciplinary team environment.

### **Desirable**

- Experience working in a State or Commonwealth Government environment.
- Tertiary qualifications in marketing, arts or a related field.

## **KEY RESPONSIBILITIES**

### **Marketing**

- Plan, develop and implement an integrated marketing communications strategy which responds to the Bundanon Trust artistic vision, Riversdale Masterplan and company strategic/corporate plan.
- Plan, develop and implement individual marketing campaigns to achieve or exceed targeted audience segments and ticket sales.
- Develop and share an in-depth understanding of the wider arts market and target audiences relevant to Bundanon Trust, in order to support artistic program planning and help shape the communications plans.
- Identify opportunities for audience development in order to increase and diversify event attenders and grow audience levels.
- Develop, build and safeguard the Bundanon Trust brand, reflecting the aspirations of the Riversdale Masterplan, in order to increase audience awareness, build reputation and grow loyalty.
- Plan, oversee and report on research and evaluation on all Bundanon Trust activities to internal and external stakeholders.
- Oversee the production, design and layout of all Bundanon Trust marketing material, including printed program.
- Appoint and manage relationships with designers, printers and all other external suppliers, to include briefing, budgeting, proofing and quality control.

### **Communications**

- To identify, cultivate, and build key relationships, partnerships and networks across local, regional and national media and network with key and economic and tourism partners to help promote Bundanon Trust's arts and heritage programs on a local and national level.
- Oversee the management and delivery of the communications, marketing, press and PR activities of the organisation to ensure the timely and successful promotion of Bundanon Trust activities, using the full range of marketing and promotional tools.

- Devise and implement specific communications campaigns including: print, digital, advertising, direct marketing, broadcast and third-party promotions.
- Appoint and manage press, marketing and public relations specialists as required and set and agree specific plans, activities and targets for their work.
- Research and originate required copy, working with producers and/or artists, colleagues and freelance writers to ensure all necessary communications material is received in good time.
- Manage and develop marketing databases, delegating inputting and database maintenance where appropriate, including Bundanon Trust's CRM and other databases.
- Develop and manage a comprehensive distribution network for print and cross-promotional materials, delegating upkeep of the distribution databases and distribution activities where appropriate.

### **Digital**

- Develop and deliver a strategy for Bundanon Trust's digital communications and social media presence and oversee the work of the Digital Communications Officer
- Oversee the maintenance and vitality of the Bundanon Trust website and supporting digital communications, including social media, ensuring all information is well presented and up-to-date and functionality and user experience are monitored.
- Participate in the continual renewal of Bundanon's digital presence, working with colleagues, developers and consultants

### **Stakeholders**

- Liaise with the Development Manager on the promotion and marketing aspects of cultivation and fundraising events, attending events as required.
- Work with the Development Manager to identify and deliver marketing opportunities for funders and supporters.
- With the CEO and senior executive team develop communication strategies to deal with major issues relating to business disruption or brand impacts as they arise.

### **Budgets and Reporting**

- Manage the marketing and communications budgets in liaison with the CEO/Finance Manager.
- Produce and analyse regular sales reports in conjunction with the CEO.
- Produce comprehensive post-activity reports and recommendations and provide analysis of effectiveness of marketing and communications campaigns.
- Make presentations to the Board on marketing, communications and PR strategies and activities, where required.
- Ensure the smooth flow of information and enable collaborative and positive interdepartmental relationships.

### **General**

- Undertake professional development and training initiatives as identified and agreed with the CEO to ensure ongoing effective delivery of the position.

- Undertake any other duties assigned by the CEO which might reasonably be deemed to be within the status of the job and appropriate to the position.

**To apply, please submit the following:**

- A document detailing your claims against the essential selection criteria
- A detailed CV including the names and contact details of three referees (referees will only be contacted after discussion with you)
- A cover letter (optional)

The applicant will demonstrate:

- Demonstrate integrity and professionalism in delivering outcomes.
- A collaborative approach to working with colleagues and external stakeholders.
- A flexible attitude to responsibilities and working hours.
- Hold a current NSW Class C driver's license.
- Be required to obtain a criminal history check and Working With Children Clearance.

To apply, please send a statement against the selection criteria listed above and a full CV including the names of three referees (referees will only be contacted after clearance with the applicant) and a cover letter (optional) to:

Atul Joshi, Manager Corporate Resources

[atul@bundanon.com.au](mailto:atul@bundanon.com.au)

or via post to Bundanon Trust, PO Box 3343, North Nowra, NSW 2541, Australia  
by 9am 14 April (or be postmarked 14 April if sending by post).

Enquiries should be directed to:

Deborah Ely, CEO

[Deborah.ely@bundanon.com.au](mailto:Deborah.ely@bundanon.com.au) or +61 (0)2 4422 2100