

MARKETING MANAGER (contract)

Level D | 1.0 EFT

The Australian National Academy of Music (ANAM) is looking for a dynamic Marketing Manager to help guide our marketing activity through an important period of transition. In this five month contract, you'll keep our campaigns moving, support a small team and ensure our audiences stay inspired and connected to ANAM's work. If you're a versatile, proactive arts marketer who thrives on collaboration and getting things done, this is your chance to make a real impact at a pivotal movement in our organisation.

ABOUT THE ROLE

This position is tasked with the implementation of strategies to increase ANAM's local, national and international recognition, grow engagement and audiences for its Melbourne and national performance program, and increase its profile amongst prospective students. It is a varied role with responsibilities across print and digital platforms, advertising, website management and ticketing.

ABOUT ANAM

The Australian National Academy of Music (ANAM) is dedicated to training the most exceptional young classical musicians from Australia and New Zealand, through an intense studio-based program of individually-tailored lessons, classes, coaching, seminars and a public performance schedule of over 180 events each year.

WHY ANAM

What makes ANAM truly extraordinary is the people. This inspiring community of emerging musicians, world-class faculty and passionate staff are united in their deep commitment to ANAM's mission. It's a place where creativity thrives. The culture is supportive and energising, and joining ANAM means becoming part of a team that shows up every day with purpose, heart and an unwavering dedication to nurturing Australia's next generation of exceptional musicians.

HOW TO APPLY

Application instructions are at the end of this advertisement.

DETAILS OF ENGAGEMENT

Position title:	Marketing Manager (contract)
Salary classification:	Level D (from ANAM's Workplace Agreement 2016)
Salary:	\$94,017 pro rata + super
Employment type:	Short term contract
Time fraction:	full time preferred, but open to discussion
Reports to:	Acting Marketing and Communications Director
Works closely with:	Marketing, development and program all departments; musicians and faculty
Location:	Based at the Abbotsford Convent, Abbotsford, Melbourne
Commencement:	mid January 2026
Contract duration:	five months
End date:	beginning of July 2026

INDIVIDUAL RESPONSIBILITIES

Marketing & Communications

- Drive the delivery of annual and project-based marketing campaigns that elevate ANAM's profile and connect audiences with our work;
- Lead the creation of compelling marketing collateral—from concept to production—ensuring consistency, creativity and impact across all channels and mediums;
- Manage relationships with design partners, providing clear briefs, overseeing timelines, and guiding projects through to polished final assets;
- Shape and oversee ANAM's advertising strategy, including campaign planning, content development and partnership coordination;
- Work closely with the Acting Marketing & Communications Director and our external publicist to coordinate media opportunities, interviews and features for ANAM musicians, faculty and visiting artists;
- Organise high-quality photo and video shoots that capture the energy and excellence of ANAM's brand;
- Collaborate with the Marketing Coordinator to design and develop engaging eDMs, digital assets and social media materials;
- Track, analyse and report on marketing performance, using insights to refine and inform future activity.

Website & Ticketing

- Manage ANAM's website, ensuring it remains vibrant, accurate and up to date across all pages and content areas;
- Support occasional Front of House and Box Office operations as required, contributing to a welcoming and professional patron experience.

Brand & Identity

- Safeguard the integrity of ANAM's brand by ensuring the correct and consistent use of our visual and intellectual property.

KEY SELECTION CRITERIA

Essential

- Relevant degree and/or experience
- Experience working in marketing and/or communications in an arts company
- Exceptional written and oral communication skills
- Experience managing relationships, in particular with external suppliers and arts partners
- Experience with website content management systems (CMS), social media and eDM platforms

Desirable

- Experience in Tessitura (CRM)
- Knowledge of classical music and the Australian cultural sector
- Capability with Adobe Indesign and Photoshop

SPECIAL REQUIREMENTS

Availability to work outside regular 'office' hours (with plenty of notice), including some evenings and weekends, and ability to tour interstate/overseas if required.

OTHER INFORMATION

ANAM's Commitment to the Safety of Children and Young People

ANAM has a commitment to uphold and respect the safety of all children and young people. This position will require a Victorian Working with Children Check and a National Crime Check.

Equity and Diversity

ANAM promotes a workplace that actively seeks to include, welcome and value unique contributions of all people. ANAM encourages people with a disability, indigenous Australians, young people and people from culturally diverse backgrounds to apply for this job.

ANAM's admissions and employment placements always reflect selection criteria, irrespective of gender. ANAM is committed to equal opportunity in education, employment and welfare for staff and musicians.

ANAM's Acknowledgement of Country

ANAM respectfully acknowledges the traditional custodians of the lands spread across Australia on which we work and live. We uphold and honour their continued relationship to these sites, we pay respect to their Elders past, present and emerging and extend that respect to all Aboriginals and Torres Strait Islander peoples.

APPLICATIONS

Enquiries and further information

- Charlotte Cassidy, People and Culture Director c.cassidy@anam.com.au
- Applications submitted automatically via third party sites will not be accepted.
- Further information about ANAM available at anam.com.au

How to apply

- Applications should be in one PDF document, including cover letter addressing key selection criteria, work experience and education. Please list three referees. Referees will not be contacted without prior notice.
- Applications should be emailed to Charlotte Cassidy c.cassidy@anam.com.au
- Applications close **5pm on Wednesday 17 December 2025**