

Marketing and Communications Manager (short term maternity leave position)

1. ABOUT ANAM

The Australian National Academy of Music (ANAM) is dedicated to training the most exceptional young classical musicians from Australia and New Zealand. ANAM provides an intense studio-based program of individually-tailored lessons, classes, coaching, seminars and rehearsals, alongside a public performance schedule of over 180 events each year. ANAM's audience and membership base is highly engaged and supportive.

2. POSITION SUMMARY

ANAM seeks a high energy, dynamic marketing specialist for a short term maternity leave contract. Hours and time fraction are negotiable.

As a member of ANAM's management group, the Marketing & Communications Manager will contribute to the general management and strategic planning of ANAM:

- Focus on broadening and building the company's audience and supporter base to maximise engagement, ticket sales and other revenue opportunities, and develop institutional marketing and branding campaigns that significantly increase awareness of ANAM and its activities;
- Manage and nurture key media and arts partner relationships;
- Manage staff;
- Manage department budget.

Specifically, the focus of this short term contract will be to deliver

- A comprehensive and effective selling plan for ANAM's 2022 season, linked to ANAM's printed and digital marketing assets
- Steering the marketing team to comprehensively deliver all aspects of the marketing strategy, including Tessitura functionality.

3. DETAILS OF ENGAGEMENT

Position title:	Marketing and Communications Manager
Salary:	\$90,395 + superannuation
Time fraction:	flexible/negotiable
Probationary period:	three months
Employment type:	fixed term to 5 November 2022, as a maternity leave replacement Subject to the successful completion of the probationary period
Reports to:	General Manager
Key relationships:	Artistic Director, Program team, Development team
Reports:	Marketing Coordinator; Marketing Assistant; Box Office and Administrative Assistants
Location:	Based at the Abbotsford Convent, Abbotsford Melbourne (or working from home, if government workplace restrictions are in place)
Commencement:	asap

4. RESPONSIBILITIES

Individual responsibilities

- Responsible for the planning, development, execution, and monitoring of marketing campaigns, strategies and initiatives. This includes, but is not limited to, print production, digital content creation, database management, publicity, advertising, direct mail and major events
- Develop and implement marketing, publicity and digital strategies to:
 - Grow audiences in particular at all ANAM performances, and achieve audience and box office targets
 - Grow engagement and awareness of ANAM locally, nationally and internationally
 - Grow **ANAMates** memberships
 - Grow ANAM's profile amongst prospective students
- Oversee the development and delivery of training and strategies to enable students to self-market their individual events and activities
- Manage and oversee ticketing system upgrades and Box Office
- Manage marketing and communications expenditure budget, including expenditure authorisation

- Manage marketing and communications revenue budgets, including reporting on sales against targets, as required:
 - In consultation with General Manager and Business Manager, establish box office targets
 - Tracking and reporting on attendance and purchasing trends
- Supervise and direct ANAM's external suppliers as required, including design agencies, web developers, photographers and publicists
- Internally – and in consultation with external publicist – drive local, national and international publicity opportunities and develop an annual publicity strategy
- Develop and maintain relationships/partnerships with marketing, media and industry contacts
- Be responsible for the planning, development, execution, monitoring and recording of the ANAM corporate image
- Ensure that the ANAM brand and style guidelines are adhered to both internally and externally, and reviewed as required
- Report to Board on departmental activities, as required

Delegated responsibilities

- Development and management of ANAM's website and online ticketing system
- Production and distribution of annual marketing collateral
- Production of Music Makers newspaper
- Writing copy for marketing and communications collateral
- Creation and distribution of online and social media communications, including eNews
- Creation and production of video content

5. KEY SELECTION CRITERIA

Essential

- Relevant degree and extensive experience, with management expertise
- Knowledge of classical music and the Australian arts and cultural sector
- Experience leading a team
- Exceptional communication skills and a high attention to detail
- Ability to prioritise and manage multiple tasks and responsibilities

Desirable

- Tessitura knowledge and competency (highly desirable)
- Knowledge of website Content Management Systems and design programs (Photoshop and Indesign)
- Experience in developing and implementing creative digital strategies

6. SPECIAL REQUIREMENTS

Availability to be flexible and occasionally work outside regular office hours, including some evenings and weekends.

7. 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.

The cohort of employees and contractors at ANAM is selected solely on the basis of merit. Employment at ANAM is based on a recruitment process that includes a panel-based interview. ANAM employees are encouraged to undertake diversity and inclusion awareness training and professional development activities.

8. APPLICATIONS

Enquiries and applications: Charlotte Cassidy - Manager, People and Culture, c.cassidy@anam.com.au; further information about ANAM is available at anam.com.au

Applications open: Friday 28 January 2022

Applications close: Friday 11 February 2022

Applications must consist of:

- A single PDF containing
 - A cover letter (no more than 2 pages) addressing the selection criteria and what you will bring to the role
 - A CV which contains three referees (referees will not be contacted without prior notice)

Applications must be submitted directly to ANAM, applications submitted automatically via ArtsHub or third party job sites will not be accepted.
