

POSITION DESCRIPTION

Job Title	Communications, Marketing and Development Manager
Reporting to	Arts Manager
Direct Reports	Contract staff
Hours	Four days per week
Location	Brighton, South Australia
Award	Social, Community, Home Care and Disability Services Industry Award – Level 6 PP 1

The position is reliant on the availability of ongoing funding and organisational financial capacity.

Purpose

Working with the Senior Leadership Team, the Communications, Marketing and Development Manager is a strategic role aimed at raising the profile of Tutti Arts, supporting our fundraising strategy, and promoting Tutti's expertise and experience in all the services we provide. This is a new position and the role is anticipated to develop as new opportunities are identified.

Key Responsibilities

1.1 Marketing and Media

- Develop and execute an ongoing marketing and communications plan to effectively raise awareness and promote Tutti's disability services in line with the NDS
- Develop, review and maintain project records that communicate successful events and experiences
- Arrange, organise and maintain project completion photography
- Manage website and content development consistent with new projects and activities
- Identify media communications opportunities to identify targeted stories, and coordinate media opportunities as required
- Co-ordinate communications and media engagement for staff
- Assist with and co-ordinate writing and editing news releases and briefing documents for the media, including selecting and collating images.
- Oversee, manage and measure social media activities
- Assist with preparation of Awards Entries
- Maintain register of key industry contacts and manage key stakeholder and donor relationship activities
- Assist with development of materials for audience surveys and feedback
- Provide leadership and training to other staff in graphics software, data storage including systemised image and video archival.

1.2 Communications

- Devise and oversee creative income generating campaigns focussed on individual and corporate donors.

- Maintain a database and email distribution lists for internal and external communications
- Assist and support the preparation of submissions, pitches and business cases
- Promote Tutti Arts through positive brand management and public relations
- Maintain quality control and consistency of Tutti Arts branding for all publications and marketing materials
- Assist with development of materials for stakeholder surveys and feedback
- Maintain excellent relationships with internal and external stakeholders including media, disability, arts and other government agencies.
- Attend industry events as required

1.3 Development

1.3 Donors

- Identify and work with an external fundraiser to develop and deliver a program of fundraising initiatives/events to meet organisational targets
- Oversee the delivery of the above fundraising events and appeals
- Manage relationships with donors
- Evaluate and report on cost effectiveness of Fundraising Activities

1.4 Philanthropy and Foundations

- Develop and implement philanthropy plan in consultation with the Senior Leadership Team
- Identify and contact philanthropic trusts and foundations
- Liaise with staff from Creative Partnerships Australia
- Prepare proposals to attract philanthropic and corporate partnerships for Tutti Programs
- Maintain personal contacts with philanthropic trusts and foundations
- Assist SLT in development of relevant funding applications and acquittals

1.5 Sponsorship

- Identify and negotiate partnerships with potential sponsors.
- Sponsor servicing including delivery of all contractual obligations
- Lead and inform organisational approach to partner relationships
- Ensure proper acquittal of all sponsorships, donations and grants

STANDARD JOB REQUIREMENTS:

All employees must:

- Conduct their duties in accordance with Tutti's Purpose, Vision and Values.
- Contribute to the Goals of the organisation as identified by Tutti's Strategic Plan.
- Comply with Tutti's conditions of employment, specifically the Code of Conduct, and Confidentiality Agreement, and other generally applicable policies and procedures.
- Complete compliance training requirements within the appropriate timeframe as directed from time to time.
- Adhere to the legislative requirements of the role including but not limited to the OHS&W Act, Equal Opportunity Act and Anti-Discrimination Act.
- Be physically and mentally capable and present themselves in a fit state to conduct their duties.
- Actively participate in performance reviews, performance development or performance improvement and mandatory training as required.

Capacity to collaborate	The ability to work effectively and inclusively with others on a common task and to take actions which respect the needs and contributions of others
Versatility/creativity	The ability to work effectively in different contexts, demonstrated by the capacity to think on one's feet and amend one's approach in line with evolving circumstances and priorities.
Conceptual	The ability to spot underlying themes and causal issues that are important to address.
Drive	A determined drive to achieve results, deliver high standard work and maintain a leading edge in the sector
Appropriate Person	Has a personal record free from inappropriate social or criminal activity.

Employee Signature _____

Date _____

Employer (authorised person)

Signature _____

Date _____

Performance review period / Review date: _____