

## POSITION DESCRIPTION

Job Title Communications, Marketing and Development Manager

**Reporting to** Arts Manager

**Direct Reports** Contract staff

**Hours** .8FTE or Fulltime position as negotiated

**Location** Brighton, South Australia

Award Social, Community, Home Care and Disability Services Industry Award –

Level 6

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

- Identity 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.



- Undergo a satisfactory DCSI criminal screening check on a regular basis as required.
- Be willing to work reasonable overtime to meet specific requirements on occasion.

## **WORKPLACE HEALTH, SAFETY AND WELFARE:**

# All employees must:

- Adhere to policies and procedures and follow all reasonable instruction.
- Attend required training.
- Report hazards, all incidents and near misses within timeframes.
- Protect own safety at work.
- Avoid adversely affecting the health and safety of others through an act or omission at work.
- Use supplied safety equipment.

## **QUALITY AND RISK MANAGEMENT:**

#### All employees must:

- Report to their line manager or a member of the senior team any identified potential risks.
- Completes hazard and incident reports as per procedure.
- Ensure all essential training is completed and up to date.
- Comply with the quality systems policies, procedures/processes.
- Report to their line manager any problems with compliance that need to be addressed.

#### KPI's

KPI's	
Significantly raise profile and awareness of Tutti Arts services	
Increase number of individual and corporate sponsors	
Increase number of long term donors	
Increase media coverage and reviews for Tutti events	

# Academic Qualifications, Work Experience and Skills

Essential	Desirable
Proven success in marketing and communications	Experience in fundraising
Proven experience in building and maintaining relationships with donors and sponsors	Experience of working in the disability sector
Proven grant writing application experience	Understanding of the NDIS
	Graphic design skills

#### **Personal Qualities and Behaviour traits**

Attribute	Description
Courage, confidence and energy	The ability to face challenges with confidence and bravery and to maintain high levels of effective vigorous activity over extended periods of time.

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Approved by: SLT Signed by: Date: 20/03/2017



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:	