

POSITION DESCRIPTION

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| 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

- 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.

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| 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: _____