

POSITION DESCRIPTION

Job Title	Communications, Marketing and Development Manager
Reporting to	Executive Director
Direct Reports	ICT Coordinator, Marketing Assistant
Hours	Three days per week
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.

About Tutti

Our vision is that learning disabled and neurodivergent people seize their rightful place at the centre of arts and culture.

Our purpose is to shine the light on the astonishing art of learning disabled and neurodivergent people.

Tutti is a multi-arts organisation that believes in the talents of disabled creators who work with us across visual art, theatre, music, screen, dance, and technology.

The work we do is underpinned by the Social Model of Disability, Disability Justice, Disability Leadership and Disability Allyship.

Purpose

As a member of the Senior Leadership Team, the Communications, Marketing, and Development Manager plays a key strategic role in enhancing the visibility and reputation of Tutti Arts. This part time role is responsible for managing a small team and ensuring that all marketing, branding, and communications initiatives align with Tutti Arts' Strategic Plan, business objectives, and core values. The position focuses on building audience engagement, strengthening partnerships, supporting fundraising efforts, and positioning Tutti Arts as a leader in Disability Arts. Through well-executed campaigns and consistent messaging, the role ensures that Tutti's programs, artists, and creative outcomes receive the recognition and support they deserve.

Key Responsibilities

1.1 Marketing

- Plan, develop and execute an ongoing marketing and communications strategy to effectively raise awareness and promote Tutti's programs
- Oversee and manage the Tutti brand and visual identity
- Procure, oversee and review visual records that communicate successful events and experiences
- Identify media opportunities, write and distribute media releases, and coordinate media opportunities as required
- Manage organisational events
- Oversee the promotion of Tutti programs and creative outcomes
- Manage key stakeholder relationship activities

1.2 Communications

- Oversee, manage and measure the Tutti website and social media channels
- Oversee a database and email distribution lists for internal and external communications
- Ensure timely and high quality communication with key stakeholders groups including staff, artists and families, donors and the broader Tutti community
- Project manage and develop content for Tutti's Annual Report
- Oversee and set design direction for promotional collateral such as brochures, flyers, signage, business cards
- 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 Leadership

- Lead a small team to deliver Tutti's marketing objectives and communications
- Contribute and collaborate as a member of the Senior Leadership Team that works to innovate, improve and optimise Tutti's offerings and operations.

1.4 Development

- Contribute to the development and implementation of a philanthropic and fundraising strategy
- Identify and pursue opportunities through philanthropic trusts and foundations
- Manage fundraising events and appeals
- Manage relationships with donors
- Evaluate and report on cost effectiveness of fundraising activities
- Identify and manage corporate sponsorship / partnership arrangements
- Assist and support the preparation of submissions, acquittals and reports

1.5 Other

- Oversee the Information & Communications Technology function at Tutti
- Provide strategic and communication advice on ICT matters
- Attend Senior Leadership Team meetings and provide on-site leadership to staff as required

Standard Workplace 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.
- Be aware of their own health and wellbeing and attend the workplace able to conduct their duties.
- Actively participate in performance reviews.
- Maintain satisfactory work clearances as required by Tutti.
- Be willing to work reasonable additional hours to meet specific role requirements.
-
- Actively participate in performance reviews.
- Maintain satisfactory work clearances as required by Tutti.
- Be willing to work reasonable additional hours to meet specific role requirements.

Work, Health, and Safety

All employees must:

- Understand and follow Tutti's safety policy, procedure, and practice, identify hazards, and contribute to a safe working environment.
- Immediately report to their line manager or a member of the senior team any accidents or potential risks, hazards that have been observed.
- Ensure all mandatory training is completed and up to date.
- Ensure that the health and safety of themselves, staff, participants, students, volunteers, participants are not put at risk.
- Be aware of their own health and wellbeing and attend the workplace in a fit state to conduct their duties.

Key Selection Criteria

<i>Essential</i>	<i>Desirable</i>
<p>Education/qualifications Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or a related field, with proven success in marketing and communications</p>	
<p>Experience Proven experience in building and maintaining relationships with stakeholders Protecting and promoting the organisation's brand identity across all communication channels. Demonstrated success in marketing programs and events Proven experience in content creation, data analytics and web analytics using tools like Google Analytics</p>	<p>Experience working in the disability sector Experience working in the Arts Sector Experience in leading a small team Cross-cultural communication awareness Project management skills to execute communication plans on time and within budget Experience in overseeing ICT needs for an organisation/business.</p>
<p>Skills Campaign planning and execution Proficiency in a variety of digital marketing platforms to effectively manage online communication and drive engagement across various channels Ability to tailor messaging to different audiences Building strong relationships with stakeholders The capacity to motivate and lead a small team, delegate tasks effectively, and foster collaboration to achieve marketing objectives Microsoft Office Suite, Adobe Creative Suite</p>	<p>Graphic design skills Social media management tools, web analytics tools (Google Analytics), email marketing platforms (Mailchimp), project management tools (Asana, Trello), and content management systems Experience in managing Word Press and web content</p>
<p>Knowledge Understanding of branding and strategic marketing concepts, content creation, data analytics and web analytics using tools like Google Analytics</p>	<p>Understanding of the NDIS Social Model of Disability</p>

Personal Attributes

Exhibits personal drive and professionalism.

Self-motivated, detail-oriented, and collaborative, problem-solving, and negotiation skills

An excellent communicator

Demonstrates initiative and can think critically

Ability to manage competing priorities and multi-task.

Models' integrity, ethical behaviour, and practices consistent with Tutti Code of Conduct and Values

Ensures a focus on wellbeing and safety of self and others and raises concerns where necessary.

Employee Signature _____

Date _____

Employer (authorised person)

Signature _____

Date _____

Performance review period / Review date: _____