

POSITION DESCRIPTION

Job Title: Marketing and Communications Coordinator

Reporting to: Development Manager

Direct Reports: None

Hours: Maternity leave backfill contract 2027 (August 2026 – Feb 28 2027)

Location: Brighton, South Australia

Award: Social, Community, Home Care and Disability Services Industry Award – Level 3

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

The Marketing & Communications Coordinator plays a central role in delivering Tutti's marketing, communications, and audience engagement activities as outlined in the Fundraising, Marketing and Communications Strategy. Supported by the Development Manager, this position works with a level of independence to plan, create, and coordinate content; support organisational campaigns; strengthen Tutti's public profile; and ensure consistent, accessible communication across all platforms.

The role contributes directly to increasing awareness of Tutti's artists and programs, supporting philanthropic and development initiatives, and enhancing the organisation's reputation as a leader in disability arts.

This is a hands-on, creative, and fast-paced role suited to someone who enjoys taking ownership of projects, collaborating with artists and staff, and shaping the way Tutti's stories are told.

Key Responsibilities

1. Marketing

- Plan, prepare, schedule, and publish social media content across multiple platforms, ensuring alignment with Tutti's brand, values, and accessibility standards.
- Monitor social media engagement, respond to enquiries, and identify opportunities to grow reach and deepen audience connection.
- Maintain and update the Tutti website, proactively sourcing content, drafting copy, and ensuring information is accurate and current.
- Coordinate the promotion of Tutti's public events, exhibitions, and performances, including developing marketing collateral and liaising with partners.
- Lead the organisation and delivery of Tutti's presence at expos, festivals, and promotional events.
- Manage and maintain Tutti's photo and video libraries, ensuring appropriate permissions, metadata, and accessibility considerations.
- Track and report on marketing performance metrics, audience engagement, and campaign outcomes, providing insights to support decision-making.
- Maintain Tutti's archives and ensure brand assets are up to date, well-organised, and accessible to staff and partners.

2. Communications

- Draft, design, and distribute newsletters, artist stories, media updates, and organisational announcements.
- Coordinate the production of Tutti's Annual Report, including content gathering, editing, liaising with designers, and managing timelines.
- Maintain and segment Tutti's VIP database and email distribution lists to support targeted communications and stakeholder engagement.
- Prepare invitation lists, manage RSVPs, and support stakeholder engagement for events, launches, and donor activities.
- Develop and produce promotional materials, ensuring alignment with Tutti's brand style guide and accessibility commitments.

- Review, edit, and format internal and external documents to ensure clarity, consistency, and brand alignment.

3. Events

- Support the delivery of organisational events, including openings, performances, donor events, and community activities.
- Assist with event logistics such as run sheets, volunteer coordination, venue liaison, and documentation.
- Capture and coordinate photography and videography at events to support future marketing and development activities.

4. Development & Philanthropy Support

- Maintain accurate donation records and prepare timely donation receipts and acknowledgements.
- Support donor stewardship activities, including preparing impact updates, thank-you communications, and donor engagement materials.
- Assist with grant preparation, acquittals, and gathering supporting documentation, including artist stories, images, and data.
- Contribute to fundraising campaigns by preparing content, coordinating digital assets, and tracking engagement and outcomes.
- Support cultivation events, donor tours, and stakeholder engagement activities.

5. Administration & Other Duties

- Take minutes for meetings as requested.
- Provide administrative support to communications, marketing, and development activities.
- Undertake other duties consistent with the classification of the role.

6. Standard Workplace Requirements

All employees must:

- Conduct their duties in accordance with Tutti's Purpose, Vision and Values Statement.
- 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 physical and mental wellbeing and present themselves in a fit state to conduct their duties
- Actively participate in performance reviews, and mandatory training as required
- Maintain a satisfactory criminal screening check as required by Tutti
- Be willing to work reasonable additional hours to meet specific role requirements.
- Any other responsibilities in line with the classification of the role.
- The responsibilities of the Position Description may be altered in accordance with the changing requirements of the role.

7. Work Health and Safety

All employees must:

- Understand and follow workplace safety policy, procedure, and practice, identify hazards, and contribute to a safe working environment.
- Report to their line manager or a member of the senior team any identified potential risks.
- Complete hazard and incident reports as per procedure.
- Ensure all mandatory training is completed and up to date

8. Reporting Relationships and Key Stakeholders

Reports directly to the Development Manager. Works collaboratively with the Administration team and liaises frequently with Program Coordinators to obtain information for communication and promotion. Communicates with external suppliers, media contacts, donors, and community partners.

Key Selection Criteria

Essential

Education / Qualifications

- Qualification or significant experience in marketing, communications, digital media, or a related field.

Experience

- Demonstrated experience creating and coordinating content for social media and digital platforms.
- Experience coordinating marketing or communications activities with minimal supervision.
- Experience producing written content for diverse audiences.

Skills

- Excellent written and verbal communication skills.
- Strong organisational and project coordination skills.
- Proficiency in Microsoft Office.
- Ability to manage competing priorities and meet deadlines.
- Ability to work independently and take initiative.

Knowledge

- Understanding of diversity, equity, and inclusion principles and their relevance to arts marketing.
- Awareness of accessible communication practices.

Personal Attributes

- Proactive, reliable, and able to work without direct supervision.
- Demonstrates professionalism, integrity, and alignment with Tutti's values.
- Commitment to accessibility, inclusion, and ethical communication.
- Focus on wellbeing and safety of self and others.

Desirable

Education / Qualifications

- Full, unrestricted SA Driver's Licence.

Experience

- Experience managing or coordinating social media channels.
- Experience organising events.
- Experience in graphic design, photography, or videography.

Skills

- Ability to use WordPress for website management.
- Ability to use online marketing tools such as MailChimp, SurveyMonkey, Canva, or similar platforms.

Knowledge

- Social Model of Disability.
- NDIS.

- Disability Justice and Disability Allyship principles.

Personal Attributes

- Ability to work effectively as part of a team.

Employee Signature_____ Date_____

Employer (authorised person)

Signature_____ Date_____

Performance review period / Review date: _____