

COMMUNICATIONS & DEVELOPMENT MANAGER ROLE DESCRIPTION

ABOUT THE ROLE

Title:	Communications & Development Manager
Reporting:	CEO / Executive Director
Liaison:	The Communications and Development Manager will be responsible for planning, implementing, managing and evaluating all marketing and communications activities for Next Wave. The role will provide operational and strategic leadership for Next Wave's communications and affiliated marketing activities, driven by evidence-based decision making and rigorous evaluation. This role also coordinates Next Wave's fundraising and development initiatives in close collaboration with Next Wave's CEO/Executive Director and General Manager. The Communications & Development Manager has one direct report: Associate Producer, Communications and Engagement.
Salary:	1.0 FTE at \$85,000 + 10.5% superannuation
Engagement:	1-year fixed term contract, with 3-month probationary period, with the option to renew subject to funding outcomes.
Purpose:	The Communications and Development Manager works collaboratively with the CEO/ Executive Director and Next Wave leadership team to communicate and engage stakeholders with Next Wave's artistic and business objectives. This role develops and delivers Next Wave's Communications & Development plans and strategies and is responsible for maintaining relationships with key stakeholders including, but not limited to design, communications, advertising companies and hospitality partners

NEXT WAVE'S EMPLOYMENT POLICY

We value the rich contributions to the arts made by people from a variety of backgrounds, and we aim to have a diverse group of people working at Next Wave. We are an equal opportunity workplace, and we strongly encourage applications by First Nations people, people of colour and people from a culturally and linguistically diverse background, people with disabilities and people from the LGBTIQ+ community. We understand the needs of people with family obligations and we provide a flexible working week, and part-time positions. We understand artists' and producers' working lives, and by negotiation we allow time-off for independent practice. Our philosophy is based on generosity, empathy, and a commitment to deep work satisfaction for employees. We know that this is repaid in retaining committed, passionate staff members who live and breathe the values of the organisation.

Next Wave is committed to healthy work culture that supports staff well-being, work performance, safety, individual and workplace morale and psychological health.

KEY TASKS

Accountabilities and tasks

Communications Strategy

- Create and maintain a comprehensive communications strategy that supports Next Wave to achieve its strategic goals and reflects its organisational policies
- Working with the Executive Director/CEO, to maintain the Organisations brand in line with Next Wave's strategic goals and organisational policies
- Develop and implement key communication and affiliated marketing processes and guidelines for Next Wave's activities and programs
- Ensure that communication strategies take into account Next Wave's policies and action plans related to access and inclusivity, sustainability and cultural safety
- Develop and implement a social media strategy for Next Wave, to grow and diversify audiences and maximise engagement
- Work with the Executive Director/CEO and General Manager to establish clear marketing timelines and realistic annual and project marketing budgets in line with Next Wave's calendar of activities, taking responsibility for budget management across all marketing activity
- Keep abreast of industry and communications and marketing trends / advancements / innovations to maximise the efficacy of marketing initiatives for Next Wave program activity

Development and Sponsorship

- Provide support to the Executive Director/CEO, General Manager and the Next Wave Fundraising Sub-Committee in the delivery of Next Wave's Fundraising Plan
- Proactively research, propose and help acquire new philanthropy, sponsorship and partnership opportunities
- Develop and oversee communications strategy for Next Wave's development and fundraising initiatives
- Manage and distribute fundraising communications including receipting, digital targeted engagement and pipeline tracking
- Assist in maintaining relationships with the Next Wave's supporters

Staff, Contractors, Interns and Volunteers

- Support the recruitment of Communications and Development-focused roles, external Marketing-related contractors and other relevant staff as required
- Manage, coordinate and delegate to staff, volunteers and external contractors so that marketing and publicity related deliverables and deadlines are achieved on time and within budget

Artist Support

- In collaboration with the artistic team, oversee the dissemination of marketing information - including how-to resources and templates - to artists in a friendly, easy-to-understand manner

Digital

- Develop and implement a digital communications strategy for Next Wave that includes Analytics, programmatic advertising, and any other relevant digital platforms
- Oversee Next Wave's digital presence across the Next Wave websites and social media accounts
- Ensure functionality and maintenance of Next Wave's digital platforms and integrations

Media & Publicity

- Play a key role in the design, management and delivery of VIP, industry and media invitations and RSVPs for all key events
- Develop and maintain accurate contact lists for media and key stakeholders

Office Systems, Data Management and Evaluation

- With the General Manager and Business & Operations Coordinator, to contribute to the management of Next Wave's CRM (Salesforce), including maintenance of contact data and campaign information
- With the General Manager, design a comprehensive evaluation strategy to maximise Next Wave's insights into key stakeholder engagement and satisfaction, as well as devising mechanisms to capture and report on Next Wave's social, cultural and political impact and value
- Deliver timely, data-driven evaluation reports using methods such as web analytics, surveys, attendance tallies and feedback sessions to provide insight into key successes and recommendations for future improvements in relation to the marketing strategy
- Oversee design and generation of Next Wave Annual Report/s

Key competencies,
experience and
capabilities

- Demonstrated ability to plan, deliver and evaluate innovative communications campaigns;
- Ability to engage with racial justice and cultural equity frameworks, reflecting both professional and lived experience
- Experience in producing engaging content for digital and social media platforms, complemented by strong writing and editing skills;
- Demonstrated leadership qualities in driving results and building/maintaining relationships, particularly with designers, web developers and/or publicists;
- Interest in and knowledge of the contemporary arts sector with experience working with early career artists
- Strong entrepreneurial spirit and collaborative nature with the ability to work autonomously and also take direction as required
- Experience using Salesforce, or other similar CRM systems
- Copywriting, proofreading and editing skills
- Good understanding of digital media, including Creator Studio (Facebook and Instagram), Facebook Advertising, other social media, analytics and SEO
- Working knowledge of Microsoft Office programs, Adobe Photoshop and InDesign
- Willingness to learn and develop, to contribute ideas and shift within the role to meet the needs of the organisation
- Willingness to work outside of business hours on occasion
- Knowledge of and interest in arts funding and philanthropy
- A relevant tertiary degree and three years' experience in a similar role (marketing, comms/PR, development, producing)

This role is not limited to being Melbourne-based, but some periods of travel may be necessary.
Applications Close Monday 01 May, 5pm AEST