

Marketing Manager

Full-time, based in Surry Hills, Sydney

Overview

Sculpture by the Sea is a not-for-profit organisation that stages the world's largest annual free to the public sculpture exhibitions in Sydney and Perth, with over three quarters of a million visitors each year. In October this year we will celebrate our 22nd annual Bondi exhibition.

The Role

The role requires you to work independently and in a leadership capacity with direction from the Founding Director and consultation from senior staff to:

- (i) conceive high quality and creative marketing and communications from inception through to implementation across the organisation's various existing and future projects;
- (ii) manage relations with external third party agencies whose work relates to the marketing of the exhibition including but not limited to publicity, social media and advertising as well as content producers including virtual reality, augmented reality, video and film; and
- (iii) manage the production and delivery of the organisation's annual fundraising dinner in either Perth or Sydney.

You will be well-rounded and experienced with a demonstrated ability to create briefs for print, branding, advertising, marketing and web design. You will develop creative and simple solutions that strategically deliver on the requirements of the brief, working within the bounds of existing branding guidelines, both internally and for our sponsors.

Our office is based in Surry Hills, Sydney; however there is a requirement to travel to Perth for our Cottesloe exhibition for two weeks in March each year. There is the possibility of the position being four days per week, except for the six weeks in the lead up to and three weeks of each exhibition when it is full time.

Projects

Existing and future projects on which the Marketing Manager will work include our organisation's main two exhibitions: *Sculpture by the Sea, Bondi* and *Sculpture by the Sea, Cottesloe*.

Additional and new projects include: 'Sculpture at Barangaroo' which we anticipate being held for the third time in 2019; 'Sculpture Encounters – Granite Island' in South Australia; and a new project the 'Sydney Harbour Sculpture Collections' incorporating the various sculpture collections around Sydney Harbour.

Responsibilities

- To develop with the Exhibition Director the organisation's marketing strategy
- To implement the marketing strategy
- Brand management, including working within established brand guidelines
- Working with key external stakeholders notably the State and Federal Tourism Bodies
- To oversee the production of *Sculpture by the Sea* print material including our exhibition catalogue, kids' guide, calendar, posters, invitations, advertisements and merchandise
- To plan and oversee the production of all on-site signage including catalogue marquees, banners, street flags and directional signage
- Managing the *Sculpture by the Sea* website with engaging and visually striking content, including all relevant information on the exhibitions
- Creation of *Sculpture by the Sea* eNewsletters

sculpture by the sea

- To manage the *Sculpture by the Sea* social media consultant or agency to post our social media content
- To manage the *Sculpture by the Sea* publicity agency
- Management of *Sculpture by the Sea* photo resources and internal and external image requests
- Booking advertising and liaising with suppliers such as Fairfax and JC Decaux
- Management of our in-house designers regarding photography management including ensuring all photos are archived correctly and providing appropriate photos to artists, publicists, media and sponsors

Selection Criteria

1. Minimum of 5 years in a marketing position, with experience in the Arts or events industry a bonus
2. Adobe Creative Suite (especially InDesign and Photoshop) and finished art/pre-press production experience
3. Experience designing and managing EDM campaigns (Mailchimp or similar)
4. CMS (Wordpress or similar) management including basic HTML & CSS, as well as Google analytics reporting
5. An understanding of managing external agencies
6. Project management techniques including meticulous scheduling, workflow management and liaising with stakeholders

Salary

\$60,000 - \$80,000 per annum plus superannuation and four weeks annual holiday with the opportunity to take an additional two weeks unpaid leave.

To Apply

Please email your resume, a letter addressing the selection criteria to Suzie Clarke, suzie.clark@sculpturebythesea.com