

Sculpture by the Sea Marketing Manager

A 12 month fixed-term contract part-time (three days per week), based in Surry Hills, Sydney. This position has become available due to Maternity Leave.

Overview

Sculpture by the Sea Incorporated is a not-for-profit organisation that stages *Sculpture by the Sea, Bondi* and *Sculpture by the Sea, Cottesloe* exhibitions as the world's largest annual free to the public sculpture exhibitions in Sydney and Perth, for approximately 700,000 visitors each year. In April 2022 our organisation will launch a new permanent sculpture trail in regional southern NSW that has been funded by a Bushfire Local Economic Recovery Fund grant.

The Role

The role requires you to work independently and in a leadership capacity with direction from the Founding CEO & Artistic 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; and
- (ii) manage relations with external third party agencies whose work relates to the marketing of the exhibitions and sculpture trail, including but not limited to publicity, social media, advertising and content producers including photography, video and film.

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 might be a requirement to travel to Perth for our Cottesloe exhibition which takes place annually in March and southern NSW for the launch of the sculpture trail.

While the position is three days per week, please note the requirement to work full time in the six weeks in the lead up to, and three weeks of, each exhibition.

Responsibilities

- Develop the organisation's marketing strategy with the Founding CEO & Artistic Director
- Implement the marketing strategy
- Brand management, including working within established brand guidelines
- Work with key external stakeholders, notably the State and Federal Tourism bodies
- Oversee production of *Sculpture by the Sea* print material including exhibition catalogue, kids' guide, calendar, posters, invitations, advertisements and merchandise

- Plan and oversee the production of all on-site signing including catalogue marquees, banners, street flags and directional signage
- Manage the Design department for Design & Marketing production timeline purposes and photography management including ensuring all photos are archived correctly and providing appropriate photos to artists, publicists, media and sponsors
- Manage the *Sculpture by the Sea* website with the Design Manager to deliver and maintain engaging and visually striking content, including all relevant information on the exhibitions
- Planning, creation and publishing of *Sculpture by the Sea* eNewsletters
- Management of *Sculpture by the Sea* social media platforms to plan and post our social media content
- Manage and promote the *Sculpture by the Sea* App
- To manage relations with the *Sculpture by the Sea* publicity agency
- To manage relations with the *Sculpture by the Sea* digital media agency for short contractual periods related to the two key exhibitions
- Management of *Sculpture by the Sea* photo resources and internal and external image requests
- Advertising booking and liaising with suppliers such as newspapers and JCDecaux

Selection Criteria

- Minimum of 3-5 years in a marketing position, ideally with experience in the Arts or events industry in marketing, digital marketing, and campaign management or content production;
- Experience in a team leader or people management role;
- Management of multiple communications channels including EDM campaigns (MailChimp or similar), Social Media and Social Media management systems, including back-end reporting;
- Finished art/pre-press production experience including editing and copywriting skills;
- CMS (Wordpress or similar) management including basic HTML & CSS, as well as Google analytics reporting; and
- Project management techniques including meticulous scheduling, workflow management and liaising with stakeholders.

Salary Guideline

- \$80,000 (plus Super, full-time rate) based on experience

To Apply

Please submit a cover letter addressing the selection criteria and a CV to Su-Wen Leong via su-wen.leong@sculpturebythesea.com by COB Friday 4 February, 2022.