

MARKETING COORDINATOR

Full-time, based in Surry Hills, Sydney

Sculpture by the Sea Incorporated seeks a highly motivated, focused Marketing Coordinator with a can-do attitude to join the team in our fast-paced not-for-profit organisation in a full-time role based in our office in Surry Hills, Sydney.

Sculpture by the Sea Incorporated 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 26th annual Bondi exhibition and earlier this year we celebrated our 20th annual exhibition in Cottesloe. Most recently our organisation has launched The Snowy Valleys Sculpture Trail, a permanent sculpture collection in NSW, connected by the historic towns of Adelong, Tumut, Batlow, Talbingo, Tumbaruma, and Tooma, including the vineyards of Courabyra Wines, Johansen Wines and Obsession Wines, with the latest addition of three sites in the Bago State Forest.

ESSENTIAL SKILLS & QUALITIES

- A relevant undergraduate or postgraduate degree
- A minimum of 3 years in a marketing position
- Strong managerial and administrative skills including meticulous scheduling to meet deadlines and manage workflow
- Exceptional communication skills
- A good visual language with the ability to develop creative and simple solutions for internal and external stakeholders that strategically deliver on the requirements of the brief, working within the bounds of existing branding guidelines, both internally and for our sponsors.
- Ability to create briefs for print, branding, advertising, digital and web working with external stakeholders and internal stakeholders supported by in-house designers.

ROLE OVERVIEW

The role requires you to work independently and in consultation with senior staff including the Company Manager, Design Manager, and with the Founding CEO & Artistic Director who is the direct report for this position.

Responsibilities include:

- Implement the marketing strategy as developed by the Founding CEO;
- Work within the bounds of established and existing brand guidelines internally and for sponsors;
- Produce high quality and creative marketing and communications from inception through to implementation across the organisation's various existing and future projects;
- Develop good working relationships with external third party agencies whose work relates to the marketing of the exhibition including but not limited to publicity, public relations, social media and advertising as well as content producers including virtual reality, augmented reality, video and film;
- Work closely with the design and production team of Sculpture by the Sea to ensure on-time delivery of all print materials including: exhibition catalogue, kids' guide, posters, advertisements, signage (banners, street flags, directional signage), invitations, and merchandise;
- Update the Sculpture by the Sea website with engaging and visually striking content and update content when required for exhibitions, staff changes and the like;
- Creation and distribution of Sculpture by the Sea eNewsletters;

- Manage Sculpture by the Sea social media and post regularly and as required (noting that an external agency will be engaged to undertake social media for the Exhibitions);
- Coordinate content upload across Sculpture by the Sea channels and platforms including the Sculpture by the Sea App;
- Work closely with the Sculpture by the Sea publicity and media agency;
- Collate metrics for reporting;
- Manage the booking, scheduling and agreements for exhibition photographers and advertisers; and
- Work with the in-house designers to manage Sculpture by the Sea photo resources and meet internal and external image requests

Ideally the successful candidate will have experience working in:

- EDM campaigns (Mailchimp or similar)
- CMS (Wordpress) and Google analytics

START DATE

This role will commence as soon as a suitable candidate has been found.

REMUNERATION PACKAGE

Salary Range: \$75,000 - \$80,000 per annum, pro rata, when working full time, plus Superannuation.

The agreed final salary will be commensurate with experience.

TO APPLY

Please send a letter detailing your interest in this job and suitability for the role and accompanying CV to Suzie Clark, Production Executive, email: suzie.clark@sculpturebythesea.com or by post to: Sculpture by the Sea, PO Box 300, Surry Hills, NSW 2010 (for the attention of Suzie Clark).

APPLICATION DEADLINE

Please submit your application no later than Monday 15 July 2024. This role will be re-advertised if a suitable candidate is not found.

(Document dated 26/6/2024)