



# BURRINJA

*where community & culture meet*

Dandenong Ranges Community Cultural Centre Inc  
ABN: 23 672 833 616

## Position Description

Job Title:            MARKETING MANAGER  
Status:                Full time (based on a 38-hour week)  
Salary:                \$79,000 + superannuation  
Reports to:           Creative Director & CEO  
Supervises:           N/A  
Location:             351 Glenfern Road, Upwey. Hybrid onsite and remote.  
Position created: Existing role, updated August 2024

### BURRINJA

Burrinja's vision is to be at the heart of a thriving contemporary art and performance culture, inviting participation, telling important narratives and championing creative expression. Burrinja is a not-for-profit organisation that thrives thanks to the support of Yarra Ranges Council, Creative Victoria, artists, visitors and our community.

We deliver a wide array of cultural experiences to the Dandenong Ranges region and beyond. The 400-seat theatre and 100-seat Lyre Room combines professional performers, community and school productions with a range of commercial and other hire events, while five exhibition spaces, artist's studios and cultural development events ensures a vibrant visual and community arts program.

Annually, Burrinja supports around 300 activities both inside the facility and out in the community, reaching around 50,000 people annually.

Burrinja is committed to:

- Equity and inclusion for all and respects the diverse needs of our community. We expect our team to recognise the inherent value of each person, regardless of background, lived experience, where they live, what they look like, what they think or what they believe.
- Creating a culturally safe and inclusive environment and meet the needs of First Nations children, young people and their families.
- Child safety and wellbeing. Burrinja is a Child Safe organisation.

We encourage people from a diverse background to apply. This might include identifying as First Nations peoples, people with a disability, culturally and linguistically diverse people, and LGBTQIA+ people.

### OVERVIEW OF THE ROLE

Reporting to the Creative Director & CEO, you are responsible for the effective marketing and promotions of the organisation and all facets of its operations and events, including strategic development, implementation and communication, branding and marketing administration. You are responsible for the efficient management of Burrinja's CRM system, and how it integrates with an effective marketing and audience development strategy. You will build on Burrinja's vision, work to develop new audiences and promote arts and cultural events and programs at the Centre and strengthen its community cultural networks. You work across all of Burrinja's key areas of operation and activities, including performing and visual arts and community cultural development programs and events.

## **OUR IDEAL CANDIDATE: SELECTION CRITERIA**

Creative and self-motivated, you have a flair for communication and you know how to tell an impactful story. You are highly organised and have exceptional initiative and attention to detail. You are curious about audiences, and you're passionate about how good quality data and audience research informs programming decisions and drives marketing strategy. You are skilled at building rapport with colleagues and stakeholders, and you're committed to building a working culture characterised by collaboration and mutual respect.

Our ideal candidate will have experience in marketing and/or communications, ideally in an arts and culture background. Experience in other for-purpose contexts may also be valuable. Relevant tertiary qualifications are highly regarded, but not essential if you have relevant experience.

Burrinja's website will undergo an upgrade between October 2024-March 2025, and in consultation with the Creative Director, the incoming Marketing Manager will play a significant role in this project.

- Experience in marketing and communications in the arts / performing arts / cultural marketing or similar related field.
- Knowledge of the arts and performing arts industry, structure, networks and opportunities.
- Relevant tertiary qualifications or training in marketing or communications desirable.
- Demonstrated experience working with a range of organisations, stakeholders, patrons and community.
- Ability to demonstrate initiative and creativity.
- Ability to work effectively independent of supervision.
- A high level of communication and analytical skills, including writing and presenting complex reports and analysing and using statistics.
- Knowledge of desktop publishing / design skills an advantage, but not essential.
- Commitment to providing excellence in customer service.
- Excellent interpersonal skills and demonstrated ability to work within a team.

## **KEY RESPONSIBILITIES & DUTIES**

In consultation with the Creative Director & CEO, key accountable areas include but are not limited to:

- Develop strategies and relationships to effectively market, promote and grow the programs, patronage and activities of Burrinja and its presenters.
- Build and develop Burrinja's positioning, branding and public awareness.
- Devise and implement promotional and marketing strategies within budgets agreed and approved by the Creative Director & CEO.
- Develop new marketing collateral appropriate for marketing mix, strategies and budget.
- Manage the effective collection, collation and use of CRM, ticketing and patron data for reporting, marketing, promotional and patron relationship building purposes.
- Develop and cultivate strong relationships with local and other media, regional marketing and promotional organisations.
- Promote Burrinja's venues and activities to general public, education sector, arts sector, stakeholders, commercial prospects and others as appropriate.
- Develop and grow Burrinja's Membership program.
- Develop strong positive relationships with all stakeholders to ensure high level of satisfaction.
- Strategise and regularly review Burrinja's e-marketing strategies, campaigns and collateral, including web, email, social media and other.
- Work collaboratively with the Venue and Experience Manager to ensure an effective marketing service is offered to presenters.
- Liaise with all members of the programming team (including but not limited to the Curator and Manager of Collections, the Music Producer and the Community Visual Arts Producer) to ensure all Burrinja-presented programs and exhibitions are promoted effectively to the appropriate sector and audiences.

- Work with the Creative Director & CEO to identify opportunities for sponsorship relationships, develop strategies and manage sponsor relationships that are cost effective for Burrinja.

### **RISK MANAGEMENT**

- Advise management on any issues that may cause risk to the public, staff, building, the permanent collection itself or works on display.
- Ensure compliance with all relevant local, state and Commonwealth legislation. Operate and make decisions in accordance with Burrinja's policies, procedure and guidelines ensuring Workplace Health & Safety, Child Safety and Wellbeing, the Code of Conduct and all aspects of the Burrinja Human Resources Manual are adhered to.
- Ensure compliance with all Privacy Legislation and treat all customer information and information concerning the business of Burrinja of a personal and sensitive nature in a professional and confidential manner.

### **INTERPERSONAL SKILLS**

- Proven ability to communicate sensitively and effectively with people from a wide range of organisations and cultural backgrounds.
- Proven ability to deal with all members of the community including patrons, stakeholders, hirers, opinion and business leaders and significant stakeholders.
- A well-developed ability and commitment to lead, develop options, resolve conflict and problems and work in a highly customer focused team culture.
- Proven ability to persuade, convince or negotiate with peers, clients, members of the public and others in the pursuit and achievement of Burrinja objectives.

### **SPECIALIST KNOWLEDGE AND SKILLS**

- Demonstrated well developed conceptual and strategic thinking ability, able to plan for and market services, programs, events and activities; locally, regionally and nationally.
- Highly proficient communication skills, including presentations, written and verbal including the use of digital communication networks and forums, media releases and social media.
- Knowledge of and experience working with a variety of digital media platforms, website maintenance (CMS) and practical use of social media
- Demonstrated experience in database and marketing information systems
- Demonstrated ability to liaise effectively and productively with media and other public relations organisations.
- Demonstrated well developed ability managing financial resources and risks.
- Well-developed ability to use desktop publishing software to create in-house marketing collateral an advantage but not essential.

### **MANAGEMENT SKILLS**

- Effective skills in independently managing own time, setting priorities, and planning and organising work and meeting timelines and ability to work to a high level of efficiency in a busy environment.
- Ability to set and achieve goals and outcomes based on key responsibilities and duties.
- Ability to show initiative and exercise sound decision making across all areas of the position.
- Demonstrated ability to apply negotiation techniques and problem solving specifically in relation to marketing projects.

### **PREREQUISITES**

- A current Working with Children check.
- A police check no more than 2 years old.

## **CONDITIONS OF EMPLOYMENT**

- Conditions of employment are in accordance with Burrinja policies and HR Manual, updated July 2024, the signed Conditions of Employment Agreement, and the National Employment Standards.
- Capacity to work out of normal hours or on weekends occasionally if required.
- This role is primarily based at Burrinja: 351 Glenfern Road, Upwey (Wurundjeri Country), 3158. A minimum of 15.2 hours per week are required onsite at Burrinja, with the remainder to be negotiated.
- This position attracts entitlements in accordance with the Fair Work Act 2009 and the National Employment Standards.
- The role is intended to be ongoing, pending successful funding applications.
- Independent travel to and from external events and meetings will be required from time to time. Travel costs will be reimbursed per km at the relevant ATO rate and must be pre-approved.