

COMMUNICATIONS MANAGER INFORMATION PACKAGE

BIENNALE OF SYDNEY

The Biennale of Sydney gathers on the ancestral land of the Gadigal people of the Eora Nation. We acknowledge all Traditional Owners of Country and recognise their continuing connection to land, waters and culture. We pay our respect to Elders, past, present and emerging.

The Biennale of Sydney is a leading international contemporary art event. It plays an indispensable role in Australia's engagement with the world, and a meaningful role in the life of the nation. The Biennale presents the most dynamic contemporary art from around the globe in venues across Sydney (and beyond) with exhibitions that ignite and surprise people, spark dialogue, cultivate connections and inspire action through meaningful, shared arts experiences. The Biennale of Sydney amplifies the voices of artists and tell the stories of our global communities, as they drive momentum for lasting cultural change.

Established in 1973, it is one of the oldest biennials in the world and the largest event of its kind in Australia. The Biennale of Sydney has commissioned and presented exceptional works of art by more than 1,900 national and international artists from more than 100 countries.

The Biennale of Sydney is committed to free access for all. More information on the Biennale can be found [here](#).

WORKING FOR THE BIENNALE OF SYDNEY

The Biennale of Sydney fosters a collaborative and respectful workplace culture, with a team as diverse as the exhibitions we present and the audiences who experience them. We actively encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people, people with disability and those who have diverse experiences of our world to join the Biennale of Sydney team.

We are committed to making reasonable adjustments to provide a positive, barrier-free recruitment process and supportive workplace. If you are applying for a position and have support or access requirements, let us know in your application or by contacting the nominated person in the advertisement.

We also support a flexible working environment at the Biennale of Sydney and are happy to discuss how this role could be done flexibly. There is no 'one size fits all' approach to flexible working, including time commitments. We can work with you to rethink where, when and how your work can be done.

The Biennale of Sydney believes that art should be accessible to all. Thanks to our generous supporters, our exhibitions are presented with free admission for all to enjoy. For our employees, we provide professional development opportunities to enrich and develop your love of the arts while valuing the specific skills and experiences you bring to the Biennale of Sydney. As a not-for-profit organisation, we also offer salary packaging options.

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ROLE STATEMENT

Position Title:	Communications Manager
Department:	Communications and External Affairs
Reporting to:	Head of Communications
Salary:	\$80-\$90K plus superannuation (based on experience) <i>As a not-for-profit organisation, we also offer salary packaging options</i>
Contract Term:	Full-time fixed term contract to 31 December 2022, with the possibility of extension

POSITION DESCRIPTION

The Communications Manager is a key leadership role within the Communications and External Affairs team.

The position is accountable for marketing and social media strategy, brand management, publicity and promotion of the Biennale of Sydney. The Communications Manager must balance the demands of strategic thinking and big picture planning with hands-on execution.

The position reports to Head of Communications and is responsible to the CEO.

DUTIES AND RESPONSIBILITIES

Marketing and Communications	<ul style="list-style-type: none"> • Devise and deliver a marketing strategy that support all aspects of the Biennale of Sydney including, but not limited to, exhibitions, artistic initiatives, education and public programs, development and other fundraising events. • Oversee day-to-day marketing operations including budgets, advertising, social media, website and publicity. • Coordinate regular marketing strategy meetings with exhibition partners. • Manage the implementation of advertising, media planning and buying strategy with agency partner/s. • Engage external partners to forge impactful and purposeful marketing partnerships. • Coordinate, in collaboration with key stakeholders, the creation of the visual identity for each edition. • Devise content and messaging for all campaigns. • Develop and deliver donation touchpoints at all venues during the exhibition period. • Work with external graphic design partners and vendors to create and deliver effective campaign assets, marketing collateral and exhibition- and program-related signage. • Work with the Programs and Partnerships team to develop revenue projections and ticket pricing strategies for public programs. • Work with External Affairs Coordinator to acquire, retain and grow audiences utilising data analysis, targeting and prospecting. • Work with the Head of Communications to create and supervise the timeline of major strategic marketing events, including announcements and ticket on-sales. • Inspire a collaborative work environment that motivates staff and cultivates productive relationships within and outside the organisation.
Social Media and Website	<ul style="list-style-type: none"> • Devise and deliver a social media strategy and website plan as part of the overall marketing plan. • With the Social Media Coordinator and support of the Biennale's digital sub-committee, develop and deliver exhibition information through the Biennale website to enhance visitor experience. • Set and track goals and Key Performance Indicators per channel to track growth across social media and website. • Oversee campaigns, monitor performance and return on investment for organic and paid social media channels including Facebook, Twitter, Instagram, TikTok, Youtube and LinkedIn. • Research and recommend new platforms, offerings and opportunities to engage new audiences. • Manage day-to-day website development and maintenance, with the support of the Social Media Coordinator, and serve as the primary contact for website developers. • Serve as primary contact for the Biennale's digital sub-committee and maintain a regular meeting schedule.
Project Management	<ul style="list-style-type: none"> • Serve as the project manager for the Communications and External Affairs team. • Ensure deadlines are properly communicated across the organisation. • Serve as point of contact for outside agencies for delivery of marketing materials. • Schedule and plan events for the media including announcements, previews and tours.

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	<ul style="list-style-type: none"> • Work with the Programs and Partnerships team to coordinate the Vernissage program during Opening Week. • Manage exhibition and event documentation (photography, video and audio). • Manage visitation tracking and delivery of audience research surveys across all exhibition venues. • Manage all aspects of the production, design, publication and distribution of the Exhibition Report. • Evaluate and re-evaluate on an ongoing basis the priority of projects.
Public Relations	<ul style="list-style-type: none"> • Develop and implement a strategic public relations plan in collaboration with PR agency partner/s. • Write, edit and distribute media releases to appropriate media outlets. • Develop and maintain good working relationships with local and international media. • Manage and respond to requests for general information, photos and other assistance from the media and other stakeholders. • Maintain a clipping file of all relevant PR and articles and provide regular reports, including annual wrap-up for all artists and exhibition partners. • Maintain online media kit and resources, ensuring that all artist bios, project descriptions, photography and other key assets are current. • Coordinate archiving of all marketing materials.
Audience Development	<ul style="list-style-type: none"> • Develop and deliver innovative, data-driven audience development strategies and initiatives that focus on reaching new and diverse audiences and creating an optimal audience experience. • Report on audience research and visitor analytics. • Translate audience insights into marketing strategies/activations.
Finance	<ul style="list-style-type: none"> • Manage and track the marketing budget to ensure that the overall budget is distributed strategically to ensure goals are met. • Provide the monthly budgeting forecast to the Head of Communications.
Other Duties	<ul style="list-style-type: none"> • Contribute creatively to the organisation's overall vision and strategy, and demonstrate a commitment to our mission and values. • Support the team on major events, campaigns, media and production projects as required. • Assist with onsite roles during each exhibition period as required by the staff roster.
Work, Health and Safety (WHS)	<ul style="list-style-type: none"> • All staff are required to take reasonable care of their own health and safety and that of other personnel (including volunteers and interns) who may be affected by their conduct. • Participate in WHS subcommittee meetings.
Key Performance Indicators	<ul style="list-style-type: none"> • Successful delivery of the communications and marketing strategy on time, within budget and to a high level of satisfaction for audiences and key stakeholders. • Demonstrable growth and development across the Biennale's social media platforms and website. • Achieve philanthropic targets for donations at public venues. • Demonstrate positive working relationships with partners, visitors and all staff of the Biennale of Sydney. <p><i>*Specific targets to be determined in collaboration with the successful candidate</i></p>

APPLYING FOR THE ROLE

Applications marked 'Confidential' and addressing the selection criteria must be received by 5 pm on Friday **6 May 2022**. **Interviews will be held as applications are received.**

Your application must include:

- a cover letter outlining how you meet the selection criteria;
- a current CV;
- the names and daytime contacts of at least two (2) professional referees.

Applications that do not address the selection criteria will not be considered.

Contact: Danielle Farrugia

Email to: art@biennaleofsydney.com.au

Subject line: Application | Communications Manager

SELECTION CRITERIA

Based on an application addressing the Essential Criteria, Curriculum Vitae and, for selected candidates, an interview and references, the Biennale of Sydney needs to be satisfied that the applicant meets the following criteria:

Essential Criteria	<ul style="list-style-type: none">• 5+ years' demonstrated success in a marketing position, ideally in an arts environment.• Team-oriented with the ability to lead and motivate others.• A proven self-starter who can taking ownership of initiatives with limited oversight.• Event or project management experience from concept to execution.• Exceptional writing, editing and proofreading skills.
Desirable Criteria	<ul style="list-style-type: none">• Working knowledge of Tessitura, Wordfly, Facebook Ad manager, Google Analytics, Adobe Creative Suite and Office365