

BIENNALE OF SYDNEY

The Biennale of Sydney acknowledges the Traditional Owners of Country, in particular the Gadigal people on whose land the Biennale of Sydney is located. We recognise their continuing connection to land, waters and culture and pay our respect to Elders, past, present and emerging.

The Biennale of Sydney is one of the leading international contemporary art events. 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 with exhibitions that ignite and surprise people, sparking dialogue, cultivating connections and inspiring action through meaningful, shared arts experiences.

Established in 1973, it is the third oldest biennial in the world after Venice and São Paulo and the largest exhibition 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.

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.

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.

APPLYING FOR THE ROLE

Applications marked 'Confidential' and addressing the selection criteria must be received by **5pm on Wednesday, 14 February 2023**.

Your application must include the following:

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

Email to: employment@biennaleofsydney.com.au

Subject line: Application | Head of Communications

Or via post, marked 'Confidential' to:

Barbara Moore

Biennale of Sydney Level 4 The Arts Exchange
10 Hickson Road The Rocks NSW 2000

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

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"> • Tertiary qualification in Communications or equivalent professional experience in a relevant field • Demonstrated experience leading a high performing communications team in the arts and creative industries or for a not-for-profit organisation • Demonstrated project management experience with particular emphasis on multitasking; management of competing priorities and tight deadlines, budgetary oversight and ensuring project objectives are met by anticipating and managing potential and emerging issues • Proven record of developing successful, creative communications strategies and plans and leading the implementation to deliver enhanced engagement within the arts and creative industries • Highly developed interpersonal, communication and negotiation skills with the ability to build and maintain strong relationships, work collaboratively with internal and external stakeholders and participate as an effective and flexible team member • Excellent organisational, administrative and problem-solving skills with high attention to detail • Demonstrated capacity for sustained effort, responsiveness to changing priorities and ability to remain calm under pressure • Excellent computer literacy – including knowledge of Microsoft based applications, Word, Excel, Outlook, Customer Relationship Management databases, and Internet applications
Desirable Criteria	<ul style="list-style-type: none"> • Knowledge of contemporary art in Australia and internationally. • Proficiency in Adobe Creative Suite • A keen interest in, and commitment to, the work of Biennale of Sydney and knowledge and understanding of the arts markets. • Good knowledge of the Biennale of Sydney and its various activities

ROLE STATEMENT

Position Title: Head of Communications

Department: Communications

Reporting to: Chief Executive Officer

Direct Reports: 4

Contract term: Full Time, ongoing

POSITION DESCRIPTION

The Head of Communications is responsible for planning and delivering all communications initiatives including print, digital and social media; all marketing and merchandising initiatives; all publications and printed materials including exhibition collateral and, in collaboration with the communications agency, all media relations of the Biennale of Sydney.

The Head of Communications must be able to plan, execute and evaluate initiatives that will engage local, regional, national and global audiences, increase interest in and enjoyment of the arts, improve visitor experience, and contribute to a deeper appreciation and understanding of contemporary art and creative practices. These responsibilities include the planning, execution, and evaluation of targeted audience development strategies.

The Head of Communications reports to the Chief Executive Officer and has four direct reports.

DUTIES AND RESPONSIBILITIES

<p>Leadership</p>	<ul style="list-style-type: none"> • Recruit, manage and maintain a dynamic, effective and cohesive Communications team, including contractors • Direct, manage and deliver the Biennale's marketing, public relations and ticketing strategies • Counsel and mentor staff and provide regular and timely feedback • Convene regular team meetings, and ensure all department staff are aware and well informed of their responsibilities and position requirements • As a member of the Executive Leadership Team, contribute to long-term strategic business planning • Represent the organisation externally as required and deal directly with partners and clients from a senior management level
<p>Communications</p>	<ul style="list-style-type: none"> • Develop, implement and oversee an inspiring Communications strategy • Devise and manage campaigns against timelines and project plans • Provide strategic communications and external affairs advice and support to the CEO • Ensure effective digital, traditional media, key influencer and advocacy plans are developed and implemented on budget • Ensure brand and design consistency in materials and resources across all internal and external communications, monitoring the application of the Biennale Style Guide across all materials and communications • Implement marketing roll-out, including advertising, direct marketing campaigns, signage and collateral

	<ul style="list-style-type: none"> • Manage the design, production, installation and de-installation of branding and directional signage • Proof and edit communications and marketing publications and materials • Deliver resources and materials to publicists and media • Commission production of event photography, documentation and video footage • Support and develop strategies and initiatives to maximise audience engagement and attendance at programs and events
Digital	<ul style="list-style-type: none"> • Devise, implement and oversee the Biennale's digital strategy to increase local, national and international engagement, and ensure the Biennale has a sector leading digital presence • Work closely with the CEO, Artistic Director, Head of Development and Head of Production to ensure digital content is strategic, frequent, engaging, on-brand and on-message. • Manage the full integration of all communication and sales platforms and databases; including the Biennale's CRM database (Tessitura), ticketing systems, social media and web platforms, audience data capture, remarketing and optimisation efforts • Ensure the Biennale's website is effective and accurate, meeting the needs of the organisation, and manage the Biennale's hosting/domain name registrations • Research, advise on and implement new technologies and channels to enhance and expand the Biennale's digital offering
Events	<ul style="list-style-type: none"> • Lead the Communications team to develop and deliver a range of marketing, publicity and key stakeholder events, such as media launches and official openings • Review event guest lists, invitations and RSVPs with the CEO • Support and manage distribution of invitations for all departments
Publications and Merchandise	<ul style="list-style-type: none"> • In close collaboration with the CEO and Artistic Director(s), manage production and delivery of Biennale publications (such as catalogues, guidebooks and exhibition reports, if applicable) including layout, production and distribution • Manage the development and implementation of a sales strategy for publications to meet revenue targets • If relevant, oversee the development of merchandise, including design, suppliers, pricing and distribution
Research	<ul style="list-style-type: none"> • Manage audience research surveys and focus groups • Collate and analyse existing environmental, competitive and industry research, identifying opportunities, future needs, trends and resources that align with the Biennale's strategic goals • Contribute actively to building the organisation's cumulative knowledge and expertise in communications and marketing • Review revenue streams, programs and fundraising strategies of the organisation, identifying new opportunities for government funding

Administration	<ul style="list-style-type: none"> • Lead the brand, ensuring style and design consistency across all materials and communications • Ensure that all operational reports on department activities are accurate and delivered on time • Ensure that contacts in the Biennale's relationship database are maintained (Tessitura). • Oversee all incoming information and material relating to stakeholders, supporters, suppliers and media and ensure it is accurately recorded
Work, Health and Safety (WHS)	<ul style="list-style-type: none"> • All staff are required to take reasonable care of their health and safety and other personnel (including volunteers and interns) who may be affected by their conduct • Participate in WH&S Committee meetings, as required
Key Performance Indicators	<ul style="list-style-type: none"> • Successfully deliver comms initiatives on time and within budget • Increase physical and digital visitation and engagement via local, national and international campaigns* • Ensure a minimum of 25% of visitors are visiting the Biennale for the first time, and ensure a minimum visitor satisfaction rating of 85% being 'good' or 'excellent' • Achieve box office revenue targets* • Maintain a positive working relationship with all team members and external key stakeholders <p><i>*Specific targets to be agreed upon by the CEO and HC at the start of each exhibition cycle</i></p>