

SLINGSBY

- Journey In Wonder -

Position: Marketing Manager

Contract: 6 months part time (0.3 FTE)

Salary: \$80,000 (pro rata)

Applications close: 20 October 2023

The Marketing Manager is a pivotal member of Slingsby. Working closely with the management team, you will help to maximise the visibility of Slingsby to enhance the company's reputation, and shape and execute Slingsby's marketing activities. This role responsibilities include brand oversight, digital communications and creation of marketing materials across various platforms, advertising, data management, and general marketing activities.

You will be key to developing and sharing compelling Slingsby stories to both existing and new audiences, individual show campaigns, and our general activities.

This role would suit someone who has outstanding written and verbal communication skills. The position provides the opportunity to extend admin skills, content creation and communications, project management and marketing delivery of Slingsby's brand.

Responsibilities:

- Shape and deliver marketing strategy
- Develop and optimise social media and digital marketing activity to support the overarching Marketing Strategy of Slingsby.
- Increase Slingsby brand awareness across various platforms
- Develop and maintain social media activity across various channels
- Develop and prepare reports demonstrating performance trends on campaigns.
- Work closely with key stakeholders
- Coordinate the development, design and production of marketing collateral
- Manage outside contractors as required
- Deliver on annual KPIs.
- Manage social media including monitoring, responding, and escalating communications as required.
- Monitor and report on digital analytics with a focus on making recommendations to ensure ongoing improvements.
- Content creation using Canva and other platforms
- Write copy for various mediums

Selection criteria:

A creative problem solver with the ability to work autonomously, prioritise tasks and meet deadlines. You should have exceptional written communication skills and the ability to liaise effectively with stakeholders at all levels.

- At least 2-3 years of experience in a Marketing/Communications role
- Preferred experience in working in marketing for arts organisations, galleries, festivals and/or a related industry.
- Tertiary qualifications in a Marketing discipline or equivalent experience
- Demonstrated experience working with Canva or graphic design platforms
- Demonstrated experience in working within defined budgets.
- Demonstrated ability to manage time, complex tasks and competing deadlines concurrently.
- Knowledge of current digital marketing landscape
- Experience with content authoring (email management systems, content management systems and blog platforms).
- Experience with writing copy for various mediums
- Excellent oral and written communication skills.
- High level of computer literacy, particularly in Microsoft Office
- Demonstrated initiative to think creatively to solve problems independently.
- Strong organisational skills, proven project management skills
- Excellent attention to detail with an eye for accuracy
- Ability to work autonomously and self-directed to achieve tasks
- Excellent time management and prioritisation skills.
- A proven ability to achieve objectives and demonstrate actual results.
- Ability to communicate professionally, pragmatically, and with influence.
- A positive, 'can-do' attitude.
- A collaborative approach to working with stakeholders
- An understanding of arts and culture sector in South Australia

For any queries about the role, please email info@slingsby.net.au

Applications close: 20 October 2023

To apply for this position, please send a cover letter and resume responding to the position description to info@slingsby.net.au