

Marketing and Communications Lead

Position Description

PURPOSE OF THE POSITION

To share Museum of Brisbane's exciting story, exhibitions, events, programs and people with audiences across Brisbane and Australia, drawing them and visitors from across the world into our award-winning Museum, nestled under the Clock Tower of City Hall.

The Marketing and Communications Lead is an essential part of the small Marketing and Partnerships Team, supporting the development and implementation of marketing and communication campaigns and content development for major events and exhibitions to drive visitation and build a loyal audience of visitors and supporters.

The ideal candidate is a strong writer and persuasive communicator with exceptional interpersonal skills, impeccable attention to detail, experience in budget management and an ability to manage multiple projects.

Communications and Marketing Lead supervises the Marketing Coordinator and Digital Media Coordinator and builds positive relationships with programming teams (Exhibitions, Curatorial, Collections and Engagement and Learning) as well as external stakeholder relationships with suppliers, agencies and other contractors.

ROLE AND RESPONSIBILITIES

Marketing Campaigns

- Devise and deliver creative, comprehensive and effective through-the-line marketing campaigns, working within agreed campaign budgets
- Create campaign plans which reflect the Museum's marketing and brand priorities, identify and engage new and existing key audiences, and establish clear timelines for the delivery of campaign activity
- Monitor and analyse visitor patterns and respond in a meaningful way to tailor activity and ensure that targets are met
- Supervise media buying (print, digital, outdoor), graphic design, promotional activity, photography and other aspects of campaigns
- Develop fully integrated communications campaigns and co-ordinate marketing and press activity to maximise promotional opportunities
- Ensure campaign activity adheres to Museum of Brisbane brand guidelines
- Build positive relationships with external producers, promoters and sponsors to ensure campaign activity is delivered in a coherent and strategic manner and takes into account partner objectives
- Provide regular updates to Marketing and Partnerships Manager and other relevant managers on campaign activity
- Monitor and evaluate the effectiveness of campaigns through audience research and analysis, creating post-event evaluations for both internal stakeholders and external partners

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- Develop relationships with local media and oversee public relations strategies.

CRM and Data Insight

- Ensure that campaigns are conceived and planned in a data-driven way to deliver targeted activity and maximise engagement
- Identifying opportunities to build a loyal audience, increase sales of programs, ensuring all direct communications are configured for maximum reach
- Analyse audience data and segmentations to inform communication strategies and reporting

Content

- Contribute to the development of content for Museum of Brisbane, working closely with Digital Media Coordinator and programming teams to develop concepts and briefs for content, in line with other campaign activity
- Supervise the Digital Media Coordinator and external partner agencies to ensure digital media activity is planned and delivered in a compelling and strategic way, in line with other campaign activity
- Author and/or edit communications materials including programs, e- newsletters, proposals, briefs, announcements, key messages, speech notes and forewords
- Identify opportunities for external providers to provide specialist marketing content for digital communications
- Review internal published content to ensure a consistent voice across exhibitions, education programs and events
- Undertake monthly reporting and ensure funding and organisational KPI's related to media, partnerships and audience are achieved

SELECTION CRITERIA

The successful candidate will be able to demonstrate the following:

Essential

- Over five-years' experience in devising and delivering through-the-line marketing campaigns
- Excellent knowledge and understanding of arts, culture and creative sectors
- Demonstrated experience analysing data and information to improve the quality and effectiveness of campaigns
- Excellent communication skills and highly developed interpersonal skills with the ability to negotiate and communicate effectively across all levels of the organisation and with a diverse range of stakeholders from media, partners and suppliers
- Demonstrated organisational and project management skills including a proven ability to plan, budget management, initiate and oversee concurrent multiple projects
- Strong technical skills including demonstrated high level experience in copywriting for a variety of audiences
- Demonstrated creative problem-solving skills
- Hold tertiary qualifications in communications, journalism, or a related field.

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