
Position Description

POSITION TITLE: Marketing and Communications Coordinator

EFT: 0.8 pro rata

REMUNERATION: \$70,000 pro rata per annum

REPORTS TO: Co-CEO (General Manager)

DIRECT REPORTS: Digital Media and Design Officer

JOB SUMMARY

The Marketing and Communications Coordinator is a key role at MAV and is responsible for MAV's strategic marketing, communications, audience development and brand management, ensuring that the organisation is in line with our vision: *Arts as Diverse as our People*.

MAV's community, its platforms and presence are growing, and we are seeking a sharp, creative and detail oriented person to lead the MAV Marketing and Communications Team. This position will work closely with a range of internal and external stakeholders to develop and implement effective marketing, communications and audience development strategies and campaigns – through active engagement with MAV's community.

The ideal candidate thrives in a creative, collaborative, and results-oriented environment. This person should be deeply aware of marketing and communication trends, always looking for new, creative ways to keep our audiences and communities engaged and above all understand and appreciate how communications can lead and facilitate awareness and dialogues around equity, cultural safety and justice.

LOCATION

The position is primarily based in MAV offices; however, some travel and attendance at MAV events is required.

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ABOUT MULTICULTURAL ARTS VICTORIA

PURPOSE

We champion culturally diverse artists and communities to create systems of cultural production and participation that uphold equity and self-determination.

VALUES

DIVERSITY: We privilege non-western ways of doing, knowing and being, to tell stories that illuminate our humanity and improve intercultural understanding;

EQUALITY: We strive for cultural democracy, sharing our knowledge and skills with partners across the arts and cultural sector to build platforms for engagement and visibility;

TRUST: Diverse communities see themselves represented in and by us, in work that resonates with their truths, underpinned by shared values and dreams of new futures; and

COURAGE: We are outspoken in our support of cultural participation as a human right, from which we derive social, cultural and economic benefits for the development of individuals and society.

www.mav.org.au | see also [MAV Strategic Plan 2021-24](#)

ENVIRONMENT

MAV is committed to being a safe, anti-racist workplace, free from all forms of discrimination and harassment. We value respectful workplace relationships that enable staff members to bring their full, authentic selves to work, with confidence that all human rights are acknowledged and celebrated.

All MAV employees are expected to embrace our vision, *Arts as diverse as our people*; and to work towards our mission:

We champion culturally diverse artists and communities to create systems of cultural production and participation that uphold equity and self-determination.

MAV is committed to equal opportunity employment, addressing the lack of representation of culturally and linguistically diverse leadership in the arts sector. We strongly encourage First Nations People, Culturally and Linguistically Diverse People, People of Colour and Deaf and Disabled People to apply. If you would like additional access support to complete your application, please talk with us. We are open to submissions in alternative formats.

EMPLOYMENT SAFETY SCREENING

Please note that an employment safety screening (police check) is undertaken for all positions within the organisation.

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KEY RESPONSIBILITIES

- Lead the development and delivery of an organisational-wide marketing and communications strategy;
- Coordinate MAV's marketing and communications to raise MAV's profile across mainstream, ethnic and social media and potential partners and funders;
- Manage and coordinate the design, production, and execution of project-specific and core organisational marketing campaigns;
- Project manage the concept development, design and delivery of MAV's marketing collateral, including copywriting, design, editing, sign-offs, printing and productions;
- Develop and implement MAV's digital content strategy to support the growth of digital communications channels such as MAV's website and digital media channels, in close collaboration with the Digital Media and Design Officer;
- Maintain a consistent deep understanding of social voice, tone and style with proficiency in digital media platforms including TikTok, Instagram, Facebook, Twitter and YouTube;
- Manage and coordinate MAV's website operations, including design, brand management, content creation, acquisition, curation and updating, including evaluating insights provided by Google Analytics;
- Prepare press releases in conjunction with the MAV team;
- Liaise with external media, publicity, and marketing and communications teams;
- Ensure all content, style and branding in MAV's communications reflects the organisation's values;
- Negotiate and manage annual and project specific marketing budgets;
- Work with the MAV team to develop and deliver detailed reports, evaluations and acquittals for funders, partners and internal requirements;
- Maintain relationships with artists, creatives, communities, key contractors, publicists, graphic designers, web developers and ensure MAV's branding and values are represented in all materials;
- Regularly attend and participate in program meetings, staff meetings and industry events;
- Encourage a culture of collaboration, access, equity and cultural safety both internally and externally;

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- Coordinate and manage the workflow of MAV marketing campaigns in collaboration with the Digital Media and Design Officer and the Programming Team;
 - Supervise and work in close collaboration with the Digital Media and Design Officer to manage their workflow; and
 - Actively participate in strategic planning and business development at an organisational level.
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KEY SELECTION CRITERIA

Essential:

- Proven track record in leading ideation and execution of all aspects of marketing and communication campaigns and strategies, including traditional marketing, digital media and publicity.
- Excellent understanding of website software, management, development and online marketing as well as active engagement in digital media technologies (Meta Suite and Mailchimp).
- Demonstrated proficiency and experience using Microsoft and Adobe applications (e.g., Microsoft Word, Excel, Outlook, Photoshop, Illustrator) combined with a high level of accuracy and attention to detail.
- Demonstrated experience in working with media, publicity, and marketing and communications teams.
- Self-motivated and demonstrated ability to work independently with minimal supervision, and as an effective team member, promoting cooperation and commitment to achieve goals.
- A flexible approach, with strong organisational and planning skills, including the ability to effectively manage time and workload, prioritise tasks, and meet changing circumstances, competing demands, interruptions, and deadlines.
- An awareness of social discourse around anti-racism, equity, cultural safety and culturally sensitive marketing, communications and design.
- Demonstrated knowledge of the Victorian arts and cultural landscape.
- Demonstrated knowledge, understanding, and commitment to cultural diversity, equity and safety.

Desirable:

- A lived experience of cultural diversity or First Nations background.
- Experience in working in the Arts sector and for not-for-profit organisations.

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For information about the role please don't hesitate to send in your enquiries to Digital Media and Design Officer, Theresa Angela at theresa@mav.org.au. If you prefer to talk over the phone, please send a message with your phone number and we will be in touch.

Please send your applications to Theresa Angela, theresa@mav.org.au by 11.59 pm, Wednesday 1 March 2022 with the subject '*Application for MAV's Marketing and Communications Coordinator*'.

Your application should include;

- Your resume/CV
- A cover letter addressing the selection criteria (no more than 2 pages)