

INSTITUTE OF MODERN ART

Job Title:	Marketing Communications Producer
FTE:	0.8 FTE, 30 hours per week (flexible working arrangements and FTE can be negotiated)
Salary:	\$57,000–\$60,000 (dependent on experience) + superannuation
Reporting relationship:	Reports directly to Senior Marketing Consultant Works closely with Executive Director; Assistant Director, Programs and Operations; Assistant Director, Development and Operations; Education Manager; and Public Programs Manager

About the role:

The purpose of the Marketing Communications Producer is to position the IMA as a national leader in contemporary art and to engage local, national and international audiences across marketing and communications platforms. Working closely with program artists and curators; the Executive Director; Senior Marketing Consultant; Assistant Director, Programs and Operations; Assistant Director, Development and Operations; Education Manager and Public Programs Manager, this role is responsible for participating in the development and implementation of the IMA's marketing and communications activities: including publicity; digital and print campaigns; audience engagement activities and project campaigns.

Standard working hours are between Monday–Friday, 9.00am–5.00pm, however due to the nature of this role, the employee will be required to work flexible hours, including out of standard office hours on occasion.

About you

You are enthusiastic about visual art and excited by the storytelling opportunities our sector offers. You are excited about the opportunity that this role offers to be mentored at the IMA and to develop your skills in strategic arts marketing communications. You will bring your ideas for innovative digital content creation to all aspects of the IMA's business and are willing to be a generous member of a small team. You have high attention to detail with strong oral, written, and visual communication skills that you can demonstrate through your own creative practice, previous work, or volunteer contributions to organisations. The successful candidate is driven and self-motivated, with the ability to work autonomously as well as contribute to team goals.

Diversity

We welcome and encourage applications from Aboriginal and Torres Strait Islander people, people of all genders, as well as people with disability, people from culturally and linguistically diverse backgrounds, and people who identify as LGBTQI+.

We understand that everyone has different needs, if there are adjustments we can make to the application and interview process to ensure that you are given the opportunity to put your skills forward for consideration, please reach out to us.



Ground Floor
Judith Wright Arts Centre
420 Brunswick Street
Fortitude Valley, QLD, 4006

PO Box 2176
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QLD, 4006
ABN 68 009 942 821

+61 7 3252 5750
ima@ima.org.au
www.ima.org.au

Opening Hours:
Tuesday–Saturday
10am–5pm

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Key Accountabilities:

Marketing and Communications

- Contribute to and deliver the marketing and communications strategy for IMA including communicating with stakeholders and understanding segmented audiences for programmes, events and development opportunities.
- Support and deliver innovative, data-driven audience development strategies and initiatives that focus on reaching new and diverse audiences and creating an optimal audience experience.
- Working with the Senior Marketing Consultant; Assistant Director, Programs and Operations; Education Manager; and Public Programs Manager to contribute to and implement IMA's audience development strategy.
- Assist the development and implementation of all marketing campaigns and contribute to IMA audience engagement goals.
- Deliver the IMA's marketing obligations to all partners, sponsors, government, artists, and curators according to contracts, including tracking reporting metrics.
- Contribute to an annual marketing plan for approval by the Executive Director
- Contribute to building the IMA brand and ensure it is protected through optimum continuity, image and positioning.
- Execute all marketing activities including campaigns, publications of printed material, in-house graphic design, publicity, website, direct marketing, social media and digital marketing.
- With the Executive Director, Senior Marketing Consultant, and Publicist ensure that the programme and IMA brand are optimised and promoted across media outlets.
- Produce and proof compelling copy for IMA outputs, including website, e-newsletters and social media seeking approvals from designated staff.
- Familiarity with content technology: Adobe Creative Suite (Photoshop, InDesign, and/or Premiere Pro desirable), familiarity with social media scheduling tools, and Content Management Systems.
- Interest in innovation in digital content space, and bringing your skills to support art and artists.
- Support and service media partnerships, as well as external stakeholder relations
- Work with IMA contractors, including graphic designers and Publicists.
- Design internal documents such as fundraising material, Annual Report, and Artistic Program.
- Monitor and accurately report budgetary income and expenditure working to agreed figures, reconciling with month end finance so management accounts can be completed promptly.
- Contribute to monthly marketing reports.
- Work with the Senior Marketing Consultant and Assistant Director, Development and Operations on coordinated approaches to communication of fundraising campaigns.

Additional Tasks

- Undertake other tasks as required.



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