



## MARKETING MANAGER

### Description and How to Apply

#### ABOUT MUSIC VICTORIA

Music Victoria is an independent, not-for-profit organisation and the state peak body for contemporary music. Delivering initiatives for musicians, venues, music businesses and professionals, and music lovers across all modern genres. Music Victoria provides advocacy on behalf of the music sector, actively supports the development of the Victorian music community, and celebrates and promotes Victorian music. [www.musicvictoria.com.au](http://www.musicvictoria.com.au)

#### EMPLOYMENT POLICY

Music Victoria and the VMDO acknowledge the rich contributions made by people from a variety of backgrounds to the Victorian contemporary music scene. We are an equal opportunity employer who aim to have a diverse group of people working with us, and we strongly encourage applications by First Nations people, people from culturally and linguistically diverse backgrounds, people with disabilities and people from the LGBTIQ+ community. We understand the needs of people with family and cultural obligations - providing a flexible working week, and part-time positions. Our philosophy is based on generosity, empathy, and a commitment to deep work satisfaction for employees. We know that this is repaid in retaining committed, passionate staff.

#### ROLE OVERVIEW

This position is responsible for presenting our organisation and our work to the public in a way that generates excitement and builds upon our reputation.

#### KEY INFORMATION

Primary location	Music Victoria – 1/35 Johnston St, Collingwood VIC 3066.
Position type	Full-time or Part-time (Minimum 3 days), to be negotiated with successful candidate. Ongoing contract with a three-month probation period. Flexible working arrangements e.g., the above hours can be spread across several days, working some from home and others in the office.
Salary details	\$70,000-\$85,000 per annum pro-rata + 10.5% superannuation (depending on experience)
Applications due	12noon Monday 28 November 2022

#### LINK WITH STRATEGIC PLAN

This role is responsible for ensuring that our marketing and communications:

- meets the current needs of the industry,
- reflects our values,
- engages with and grows our membership and audience base,
- supports the Victorian music industry to thrive, and
- celebrates its successes.

## **EQUITY ACTION PLAN ALIGNMENT**

As the peak body for Music in Victoria, all roles take an active part in addressing the challenges and inequities found in our Industry (by way of example - First Nations representation, gender equity, accessibility, diversity and mental health).

For this position, it means:

- ensuring that the artists, organisations and partners we work with and/or service understand these justice principals,
- that we document and report on demographic information,
- that we carefully consider the accessibility of our marketing and communication practices,
- that our language and imagery is inclusive and offers diverse representation,
- embracing a continual improvement approach to our work, and
- that we design our work to address the gaps.

**REPORTS TO:** General Manager.

**DIRECT REPORTS:** Contractors as required.

**COLLABORATES WITH:** All Music Victoria staff.

## **KEY TASKS**

### **Marketing**

- Contribute to Music Victoria's strategic planning and annual programming processes with a specific focus on Marketing strategies and initiatives.
- Oversee and lead the development and implementation of the annual marketing strategy, budget, and channel plan to drive engagement, bookings, and membership sales outcomes (with support from the Stakeholder Manager) including:
  - Managing our advertising across social media, radio, print media and billboards.
  - Acquire and service sponsors (who advertise with us).
  - Managing content on all 3 company websites.
  - Report on marketing reach, growth, engagement, and conversion.
- Develop and evolve the Music Victoria (MV) brand including sister brands VMDO and Music Market (which are initiatives that we deliver on behalf of government);
- Manage and review copy writing for external communications inc. press releases, public statements, and proof-reading of MV reports, acquittals, and published documents.
- Influence and inform new revenue opportunities by designing marketing solutions and engagement products that enhance the organisation's value proposition;
- Work collaboratively with MV, VMDO and MM staff on public-facing elements of projects;
- Manage relationships, information transfers and timelines with contracted publicists, photographers and graphic designers for all Music Victoria Events, Programs, and announcements.
- Manage the public reputation of Music Victoria by swiftly notifying management of any conflicts or concerns regarding our public profile.

### **Award Specific Tasks**

- Pitch and manage creative direction of marketing collateral
- Manage launch, closure and functionality of Public Voting
- Sponsor and Partner servicing including report distribution
- Co-ordinate wrap reel including audio approval

## **Other General Duties**

- Represent Music Victoria on panels / workshops / industry events (shared with all staff)
- Intern / volunteer program assistance (i.e., devising tasks and knowledge-share with interns)

## **SELECTION CRITERIA**

### **ESSENTIAL SKILLS AND EXPERIENCE**

1. Experience in developing and executing highly effective marketing strategies.
2. Strong understanding of using digital channels to reach new audience segments – e.g., boosted, and targeted ads for business social media pages;
3. Experience developing both customer acquisition and retention strategies - ideally in a music or membership-based environment;
4. Experience using CRM software (ours is Nutshell), with knowledge in customer segmentation, developing customer journeys and marketing automation;
5. A continuous improvement and growth mindset being comfortable working independently in a fast paced, agile, and rapidly changing environment;
6. An understanding of the need for the music industry to be safe and inclusive for people from underrepresented groups such as First Nations people, people of colour, Deaf/ disabled people, and the LGBTIQ+ community.

### **DESIRABLE SKILLS AND EXPERIENCE**

1. Strong existing networks in and extensive knowledge of the Victorian music sector.
2. Graphic Design experience and/or basic ability to use Adobe Creative Cloud suite (InDesign, Photoshop, Illustrator, Premiere) and Canva.
3. Experience in writing for a range different audiences and purposes, each requiring their own unique tone.
4. Experience using wordpress and, in particular, Divi.
5. Empathy and understanding of goals, philosophy and role of Music Victoria including a self-reflective approach to work, including awareness of one's position in the world, any privileges as well as responsibilities that come with one's position.

### **APPLICATION PROCESS**

1. When after reading through this document and visiting our website, you have further questions about the role, please email Music Victoria; [info@musicvictoria.com.au](mailto:info@musicvictoria.com.au)
2. Your application should consist of a one-page covering letter, your response to the selection criteria addressing "Essential Skills and Experience" including examples, a brief CV, and the names and contact details of two professional referees.
3. Applications by email only should be sent to [info@musicvictoria.com.au](mailto:info@musicvictoria.com.au) by 12noon AEST on Monday 28th November 2022.
4. After the close of applications, shortlisting and interviews will take place. You will be notified by email if you are successful in progressing through to the interview stage.