

# EXPERIMENTA

## Marketing and Development Manager

Experimenta is looking for a Marketing and Development Manager, for 4 days per week (.8 FTE).

The Marketing & Development Manager is responsible for building the brand and reputation of Experimenta. This includes the oversight and implementation of marketing and communications strategies, and working together with the General Manager to build on and expand our partners and supporters, including business development, sponsorship and philanthropic giving from trusts, foundations and individuals.

This position plays an important role in helping drive the future and sustainability of this small not-for-profit organisation. A pro-active and “hands-on” attitude is considered essential to the success of the position, as is the ability to work well in a small tightly knit team. Existing networks are highly valued.

This is a key role that requires a level of maturity with regards to managing workloads and decision-making as Experimenta has a flexible working environment, which includes an Artistic Director based in Melbourne part-time and a number of part-time staff.

2020 is an exciting year at Experimenta, with great opportunities for the right person to expand their practice in arts marketing, communications and development practice. The organisation has just moved into Australia’s newest arts precinct, Collingwood Yards, and will be launching its next Triennial, *Experimenta Life Forms*, which will tour Australia until 2023.

<b>Employment Period:</b>	Temporary contract-based from March 2020 – December 2020, with view to renew
<b>Hours/Days:</b>	4 days per week (.8 FTE). The Experimenta office operates from Monday-Thursday.
<b>Salary:</b>	\$250 per day (+ 9.5% superannuation). The equivalent of \$65,000 per annum, pro rata. Salary package includes annual leave, sick leave, carers’ leave, pro rata.
<b>Work team:</b>	Artistic Director, General Manager, Curator-at-Large, Exhibition Manager and Program Producer, Accounts and Office Manager, other contracted staff including curators and producers.
<b>Location:</b>	Experimenta’s office at Collingwood Yards, 35 Johnston Street, Collingwood

**About Experimenta** [www.experimenta.org](http://www.experimenta.org)

Experimenta is Australia’s leading organisation dedicated to commissioning, exhibiting and touring contemporary art driven by technology.

We commission some of the world's most adventurous contemporary artists working with technology in unexpected and unconventional ways. We champion new ideas about technology, explore the creative possibilities and unearth emerging artforms.

Experimenta's programs are quite unlike anything else and redefine what art can be, including bio art, creative coding, robotics, data-driven works, virtual and augmented reality. We work with established and emerging artists and provide a vital platform for them to collaborate with experts in other fields (scientists, researchers, engineers, architects and technologists), to realise ambitious, daring and complex projects. We are not bound by traditional artforms and we bring very different people into arts practice.

Since its inception in 1986, Experimenta has developed a worldwide reputation for fostering creativity that extends the aesthetic, conceptual and experiential potential of new art forms. As an organisation that continues to support new and emerging forms of contemporary practice, Experimenta is recognised as a leading hub of experimental art in Australia.

### **The Role**

To assist with the positioning and growth of the organisation, the role will oversee marketing and communications activities at Experimenta, with a particular focus on social media and website redevelopment. The key focus of this role is to build the organisation's local and national profile, with a particular focus on the launch of the *Experimenta Life Forms* triennial. The Marketing & Development Manager will also work together with the General Manager on development and fundraising campaigns, events, and applications for funding. The successful applicant will have relevant experience in marketing, communications, and development, and a commitment to the arts sector.

### **Key focus areas for the role:**

#### **Marketing:**

Creates and delivers a marketing strategy for Experimenta that includes creative approaches delivered across different platforms to grow audiences and demonstrate the diverse work of the organisation.

In consultation with the General Manager and Accounts Manager, develop and manage the marketing budget on an annual and project basis.

Through evaluation and research, build understanding of Experimenta's audiences and positioning in the Australian creative and visual arts landscape in order to develop effective strategies and relationships with communities of interest.

Brief, manage and evaluate the performance of external providers of services including PR, graphic design, web-design and research.

Seek marketing and promotional partnerships and other opportunities that maximize Experimenta's exposure and optimise its benefits and marketing spend

In consultation with the Experimenta team including curators and Program Producer, produce high-quality written material to support Experimenta's artistic, marketing and development programs including catalogues, proposals and presentations, website and social media platforms.

Manage the public relations events of Experimenta and Experimenta projects to media and public including writing press releases, compiling media kits; In collaboration with the General Manager, coordination of openings, launches, fundraising events and stakeholder management.

Oversee and guide the touring program marketing initiatives in consultation with the Program Manager and our venue/partners including provision of logos & content as required, and ensure appropriate representation across Experimenta's website and materials. Maintain extensive and diverse media relationships both regionally and in metropolitan locations that supports the Experimenta's national tour and local programs.

Manage the production and delivery of all social media including Facebook, website, and e-bulletin.

Maintain and regularly review the Experimenta database for both VIP and general event mailing lists.

Maintain and update Marketing / Development information management systems.

Manage press and media clippings.

#### **Development:**

Work with the General Manager to implement the organisation's fundraising strategy and new donor/patron initiative.

In response to the immediate requirements of Experimenta, develop strategies to target new and recurrent partnerships, particularly in relation to the next Triennial.

Ensure that the marketing and media relationships between Experimenta and its partners are closely monitored including the delivery of agreed acknowledgment.

Identify and monitor the activities of appropriate Trusts and Foundations and support Experimenta's relationship with them.

Support the development of submissions and proposals in consultation with the General Manager.

#### **Key Selection Criteria:**

- Demonstrated experience in the arts sector. Proven knowledge of contemporary art, media art, or digital art is strongly desirable.
- Excellent written and verbal communication skills with demonstrated experience in the production of written communication for both internal and public audiences such as marketing and communications strategies, reports, e-bulletins, brochures, exhibition catalogues, and interpretive texts.
- Demonstrated experience in managing website development and maintenance, and content management using Wordpress, Mailchimp and SurveyMonkey
- Experienced in social media management platforms, and the ability to conduct analysis of engagement statistic.
- Strong planning and time management skills, and the ability to work independently in a creative environment.
- Experience in fundraising and development in an arts context; not-for-profit or small-to-medium arts sector experience is an advantage.
- Skills in Adobe Creative Suite is desirable, in particular InDesign or Photoshop.

**The application process:**

- Enquiries should be referred to Susan Kukucka, General Manager at 03 9650 9977 or [susan@experimenta.org](mailto:susan@experimenta.org)
- Please submit a short response to the Selection Criteria (no more than 3 pages) and a CV via email to Susan Kukucka [susan@experimenta.org](mailto:susan@experimenta.org)
- Closing date for applications: 5pm Mon 23<sup>rd</sup> March 2020