



Marketing and Communications Manager

About Us:

The Lester Prize (TLP) is a respected national portrait prize on par with Australia's esteemed art prizes. The Prize has an outstanding reputation locally and nationally and receives strong support from the community. We are highly valued by artists, collectors and institutions as a measure of excellence.

We are a not-for-profit organisation established in 2007 to provide an avenue for artists to exhibit works of portraiture within Western Australia. With an annual prize pool valued at over \$90,000, it is now one of the nation's most recognised and richest art prizes.

As the State's premier art prize and the only one of its kind in Western Australia, The Lester Prize is uniquely positioned to present high quality public exhibitions and community engagement activities to the wider community, particularly for under-represented groups.

Position Summary:

We are seeking a results-focused and enthusiastic Marketing and Communications Manager to join The Lester Prize team and lead the marketing campaign. As the Marketing and Communications Manager, you will work alongside the Executive Director and Exhibitions and Engagement Manager to plan the marketing campaign for The Lester Prize and will assume overall responsibility for development and implementation of the campaign, including strategic planning, reporting and control of the marketing budget. You will offer innovative and creative marketing strategies that will make an impact and ultimately drive artist entries, audience participation and online traffic, evolving the prize that is now in its fifteenth year.

You will be self-starting energetic, autonomous and results driven manager that executes the role proactively and independently. There is high emphasis on all marketing activities leading to the goal of introducing wider audiences to the accessible art form of portraiture. The Marketing and Communications Managers role is to ensure the correct target markets are reached across three major segments of stakeholders - artists, sponsors and the general public.

To be successful in this role, you should have an understanding and experience in event marketing and a strong understanding of digital media, including digital content creation and storytelling. You should also have the ability to grow and develop an existing visitor database to deliver a targeted visitor attendance. Strong verbal and written communication skills are essential as is excellent time and project management skills. Along with the relevant tertiary qualification in marketing and event management (or equivalent), you will have highly developed interpersonal skills.

Key Responsibilities:

- Manage the implementation of the marketing and communication strategy and the campaign rollout
- Oversee the preparation of event marketing and publication materials, including exhibition book, signage, leaflets, posters, tickets, eDMs or as required
- Develop and manage all digital communications including social media with assistance from the Social Media Lead
- Liaising with suppliers (printers, designers, distribution agencies) to ensure projects are executed and delivered within deadline

- Monitor, review and report on all marketing activity weekly
- Manage the marketing budgets ensuring all project components are delivered on schedule and on budget
- Copywriting for all promotional collateral, including advertising and copy for external communications
- Manage and coordinate all marketing and promotional staff (Social Media Lead, PR Manager)
- Manage subscriber and distribution database and maintain CRM database
- Support the Executive Director in the development and management of collaborative partnerships and sponsorships, including the execution of deliverables.
- Secure and manage media partnerships, including the execution of deliverables
- Management of the website, including copywriting and imagery
- Managing effective distribution of marketing materials, both print and online
- Managing invitations, ticketing, and reporting for events and activities
- Administer prize entry, pre-selection, and finalist requirements where it relates Marketing and Communications and in conjunction with the Exhibition and Engagement Manager
- Monitor SEO and web traffic metrics to track user engagement and implement content optimisation
- Prepare and distribute project reports for internal and external stakeholders
- Assist Executive Director with grant applications, funding submissions and acquittals where it relates to Marketing and Communications
- Implement audience and artist surveys and collate data for internal and external use
- Undertake any other duties, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role

Key Selection Criteria:

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field
- Demonstrated experience in marketing and communications strategic planning and campaign delivery
- Experience in event, exhibition and/or festival environments
- Proven track record in building and managing relationships with a range of internal and external stakeholders
- Excellent interpersonal, communicative, consultation, and negotiation skills
- Ability to be self-motivated, responsive and in an environment with time pressures and multiple priorities
- Excellent attention to detail and accuracy particularly in relation to proof reading
- Strong understanding and experience in managing budgets
- Ability to work in a team and independently and take direction as required
- Graphic design expertise and skilled in Adobe Creative Suite
- Proficient in WordPress website management
- Strong understanding of social media and digital marketing; including digital content creation and storytelling
- Proficient in Microsoft Excel, Word and Outlook
- Experience using CRM database systems
- Beneficial to have own laptop and some software
- Familiarity with and knowledge of the Australia arts scene is preferred but not essential
- Experience in a government, government agency or not-for-profit marketing setting is preferred but not essential

Role:

- Role type: Full-time
- Salary range: Dependent on experience
- Reporting to: Executive Director and the Board
- Start date: ASAP

For enquiries about this position, please contact Annie Silberstein, Executive Director on +61 0411 373 550.

Candidates should submit a Cover Letter, CV and a document addressing the Key Selection Criteria (no more than 2 pages). Applications to be sent to Annie Silberstein, Executive Director at ceo@lesterprize.com. Applications are to be received by **no later than 5.00pm AWST, Monday 8 March 2021**.