



POSITION DESCRIPTION: HEAD OF MARKETING AND ENGAGEMENT

TERM:	Full time, two years
REPORTS TO:	CEO
DIRECT REPORTS:	Database and Ticketing Manager, Marketing and Communications Manager
SALARY:	\$110,000 + statutory superannuation

Who we are

The Wheeler Centre is Melbourne's home for smart and engaging public talks and exists to nurture the development and celebration of literature in Melbourne and beyond, and to encourage broad public engagement in books, writing and ideas.

Our vision is to inspire curiosity, connection, and engagement through the transformative power of storytelling. At the Wheeler Centre, stories, conversations, and ideas come together on live and digital platforms to celebrate and amplify the myriad voices that celebrate our creative connections. We will work together to achieve this through:

- Championing writers
- Supporting the writing sector
- Elevating public conversation
- Engaging audiences
- Exemplifying inclusion and accessibility
- Future-proofing our approach

About the role

The Head of Marketing and Engagement has overall responsibility for the Wheeler Centre's strategic marketing, digital, communications, audience engagement and customer experience programs. The role develops and maintains high-level partnerships with other organisations and stakeholders to support and enhance the impact and successful delivery of the Wheeler Centre's program goals.

The Head of Marketing and Engagement is a high-level strategic thinker, with the ability to lead and drive the strategic direction of the organisation's marketing, digital, editorial and audience growth and engagement activity, as well as contribute to broader organisational strategic planning. The Head of Marketing and Engagement ensures meaningful engagement with diverse communities and audiences to strengthen the Centre's reach, impact and reputation.

The role is suitable for a strategic marketer, gifted communicator, inspiring leader and relationship builder with a passion for the arts.

The role is based at the Wheeler Centre offices in the Melbourne CBD. Flexible/hybrid work is available, but ideally the incumbent would be able to attend the offices in person at least three days a week.

wheelercentre.com

Trading as Centre for Books, Writing and Ideas
ABN 97 134 682 189





Key selection criteria

1. Extensive experience in a senior marketing role
2. Leadership and management skills developed through experience in a complex, multi-platform environment
3. Strong knowledge and experience of digital marketing platforms, including CRM (Tessitura), e-news software (Wordfly) and data analytics to drive strategic decision-making
4. High-level, nuanced management of relationships with audiences, government, partners the public, and other key stakeholders including sponsors, donors and other supporters.
5. High-level understanding and effective delivery of marketing and communications strategies
6. Demonstrated experience in developing clear, concise and considered written and verbal communications in print and digital environments
7. Experienced in growing and developing audiences, particularly from under-represented communities, while continuing to engage with the Wheeler Centre's established audiences

Desirable:

8. Knowledge of the Australian arts and/or literature sectors
9. Working knowledge of Adobe suite and/or other design software

Tasks and responsibilities

- Provide inspiring and inclusive leadership and support to the marketing team
- Work with the CEO and leadership team to contribute to organisational strategies (including marketing, editorial, digital and audience engagement) and lead resulting action plans
- Oversee media communications with the Marketing and Communications Manager and provide issue management as required
- Lead and manage all aspects of the Centre's website and its ongoing development, liaising with third party developers
- Work with the Programming team and other project leaders to amplify and seek engagement in the Wheeler Centre's events, encouraging diversity, social and cultural inclusion for audiences and partners
- Develop and optimise customer data to inform campaign design, deepen the Centre's understanding of existing and target audiences, and enhance the customer experience
- Lead the Marketing team to continuously optimise the audience experience and drive tickets sales through CRM (Tessitura) and digital marketing communications including e-news software (Wordfly)
- Provide oversight for all written and editorial content including contributing to copywriting and working with commissioned writers
- Maintain high-level marketing partnerships with other organisations and stakeholders
- Support ongoing fundraising and development campaigns including but not limited to the end of financial year tax appeal
- Own the organisation's CRM, Tessitura, and manage the consortium relationship with RISING, including any negotiations or re-negotiations with the relationship and contract
- Commission and liaise with external contractors, including publicists, designers, photographers, and others
- Explore opportunities to create new revenue streams from the organisation's events, content and archives
- Manage the Marketing budget with the Head of Finance and contribute to wider organisational strategic budget discussions
- Liaise with Creative Victoria and other government stakeholders, managing marketing and communications requirements of a Creative Victoria agency



- Report to the Board as required, to showcase and discuss marketing, communications and ticketing outcomes.

Enquiries

Further information about the Wheeler Centre is available at wheelercentre.com.

Confidential enquiries about this role can be made to Caro Llewellyn, CEO, at caro.llewellyn@wheelercentre.com.

The Wheeler Centre is committed to access and inclusion, and to creating a team that reflects the diversity of the communities we serve. We encourage applicants who identify as First Nations, culturally and linguistically diverse, D/deaf, disabled, and LGBTQIA+. We encourage applicants who have previously faced barriers to working in the arts and cultural sectors and are committed to helping you overcome these barriers. If you require advice or support during the recruitment process, we would love to hear from you.

SUBMITTING AN APPLICATION

Applications should include:

1. A cover letter outlining why you are the right candidate for this role
2. A current CV
3. A response to each of the Key Selection Criteria

Applications should not exceed six pages in total.

Applications should be addressed to Michelle Tyson Clark at the Wheeler Centre for Books, Writing and Ideas.

- Please combine your application into a single PDF document, with the filename 'Last Name First Name – Head of Marketing and Engagement.
- Applications should be submitted by email only to recruitment@wheelercentre.com.
- Late applications and applications that do not address the selection criteria will not be accepted.

Applications close at 11.59pm, Sunday 4 June 2023.