

Position Description

<p>Position Title: Marketing & Design Manager</p>	<p>Reports to: General Managers / Partnership & Media Manager</p> <p>Manages: Digital Marketing Coordinator</p>	<p>Location: Perth Office (King Street Arts Centre, Perth)</p>
<p>Employee Conditions/Entitlements</p> <p>Hours: Part-time (up to 30 hrs p/week)</p> <p>Superannuation: Superannuation is paid in addition to the salary at the level determined by the Superannuation Guarantee Act.</p> <p>Annual Leave: 4 weeks</p> <p>Allowances: meals and travel accordingly if required</p> <p>Salary Range: \$64,000-\$70,000 pa / pro rata</p> <p>Role Summary:</p> <ul style="list-style-type: none"> • Ensures the effective management of CAN's profile and branding • Oversees production of all organisational collateral • Works with colleagues to achieve consistent, clear messaging for CAN 	<p>Accountabilities:</p> <p>Marketing</p> <ul style="list-style-type: none"> • Oversees and develops CAN's brand direction and management • Manages sub-brands for consistent messaging and impact • Liaises with General Managers and program staff to ensure brand, organisational and project alignment • Leads and develops CAN's online presence across web and social media platforms • Provides direction and supervision for the Digital Marketing Coordinator • Provides marketing schedules to balance competing priorities • Develops materials and support for staff to ensure consistent application of brand across organisation – style guides, templates, staff training etc • Analyses and evaluates marketing impact • Seeks quotations and manages external printing and other contractors <p>Design</p> <ul style="list-style-type: none"> • Designs or sets design parameters for collateral across all media • Prepares design briefs for external contractors and ensures delivery on time and on budget • Supports staff with project design requirements as needed 	

<p>Essential:</p> <ul style="list-style-type: none"> • High proficiency in Adobe Creative Cloud suite – specifically Acrobat, Indesign, illustrator & Photoshop knowledge. Mailchimp or similar EDM system, strong Microsoft suite experience in particular Word and Excel, database and contact list management, Eventbrite, Survey Monkey and Wordpress experience. Social media experience across all platforms, media analytic capacity. • Excellent design and visual communication skills • Excellent communication skills, both written and interpersonal • Excellent administration skills • Demonstrated capacity to move from concepts and ideas to implementation • Demonstrated capacity to prioritise and complete jobs within given timeframes and budgets <p>Desirable:</p> <ul style="list-style-type: none"> • Qualifications in Marketing/Design and/or Communications or equivalent experience • IT troubleshooting skills • Arts or community development experience • A language other than English 	<p>Personal Characteristics</p> <ul style="list-style-type: none"> • Strong attention to detail • Self-motivated, proactive and enthusiastic • Team player and robust collaborator • Ethical character, with a strong understanding of and adherence to confidentiality • Strong personal values in line with CAN’s core values of Respect, Social Equity and Creativity 	
	<p>Internal Relationships:</p> <ul style="list-style-type: none"> • General Manager • Media & Partnerships Manager • Digital Marketing & Office Admin Coordinator • Operations Manager • Program Managers • Finance <p>Financial Accountabilities and Delegations:</p> <p>All purchases authorised by General Manager</p>	<p>External Relationships:</p> <ul style="list-style-type: none"> • CAN members, project participants and CAN contractors • Community artists • Community arts and cultural development organisations • General public, suppliers