

ROLE DESCRIPTION

ROLE TITLE: MARKETING MANAGER CLASSIFICATION: ASO6 EMPLOYMENT TYPE: 2-year contract	TEAM: RELATIONSHIPS LOCATION: COLLINSWOOD, ADELAIDE DATE: AUGUST 2025
REPORTS TO: Development Director.	ROLES REPORTING TO THIS ROLE: Head of Design, Digital Strategist, Publicity and Communications Officer, Digital Marketing Officer.
ROLE PURPOSE: The Marketing Manager leads strategic communication, stakeholder engagement, and promotional initiatives to build support for the organisation’s creative work, strengthen partnerships, and elevate its profile locally and nationally.	
KEY RESPONSIBILITIES OF ROLE: 1. Development and implementation of the organisational brand and communication strategies. 2. Development of the organisational marketing and audience development strategy. 3. Lead the planning and execution of integrated marketing strategies - including campaigns, events, advertising, digital marketing and Public Relations, ensuring brand alignment and effective delivery by the team. 4. Drive data informed marketing decisions via the analysis of audience insights, market trends and stakeholder engagement. 5. Lead strategic communications to highlight the organisation’s cultural impact, enhance brand reputation, and support long-term sustainability. 6. Effective leadership and management of staff to establish and maintain a culture of high performance and professionalism to ensure the achievement of outcomes. 7. Manage the CRM system to enable targeted marketing, audience growth, and stakeholder engagement, ensuring data accuracy and insightful reporting to guide strategy. 8. Contribute to achieving the Reconciliation Action Plan, Strategic Plan and other organisational plans.	
KEY RELATIONSHIPS: ▪ Internally: Work closely with the Development Director, Leadership Team and Management team. ▪ Externally: Work closely with all key external stakeholders, including Government, business, arts and community organisations and strategic partners.	
SPECIAL CONDITIONS: ▪ Some out of hours work may be required. ▪ Intrastate/interstate travel may be required. ▪ Hold a current Australian Driver’s Licence. ▪ Required to participate in the Country Arts SA Staff Development Review Process and achieve performance targets as negotiated and mutually agreed with the line manager.	

KEY SELECTION CRITERIA:

- Demonstrated experience in multifaceted organisations with the ability to strategically plan and execute marketing strategies and make recommendations for a variety of stakeholders.
- High-level communication skills with the ability to convey ideas clearly both verbally and in writing.
- Demonstrated experience leading multiple projects and resources efficiently whilst communicating updates to key stakeholders.
- Demonstrated ability to establish and grow relationships with arts organisations, Governments, Board and Community stakeholders.
- Experience in senior marketing roles in organisations with a demonstrated ability to analyse trends and data to make considered decisions.
- Strong interpersonal skills and the ability to inspire, lead and empower a team towards common goals.
- A commitment to innovation and continuous improvement.
- A demonstrated understanding of intellectual property, brand management and the management of reputational risk.
- An undergraduate degree in Marketing, Communications, Arts or Social Sciences.

DESIRABLE:

- Familiarity with Salesforce CRM and the SA Government Master Media Scheme.

YOU DEMONSTRATE OUR VALUES:

Our Values are central to the way we work and are the cornerstones for how we interact with industry, community, business partners, governments and each other:

- We keep regional South Australia at our core **(Place)**
- We generate local and national legacies by embedding artists in regional communities **(Impact)**
- We embrace diverse experiences and perspectives, and address the barriers that keep people from getting involved **(Inclusion)**
- We nurture, celebrate and showcase creativity from across regional South Australian **(Creativity)**
- We embrace diversity and act with integrity, transparency and generosity **(Respect)**

WORK HEALTH AND SAFETY OBLIGATIONS:

- Maintain a commitment to the Work Health and Safety Act 2014 legislative requirements.
- Proactively promote and follow workplace safety procedures and contribute to creating a safe working environment.
- Accept responsibility for your own and other's safety.
- Actively participates in consultation about work, health and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

CORPORATE RESPONSIBILITIES:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the *Public Sector Act 2009*, Ethical Conduct and the Code of Ethics for *South Australian Public Sector* and their legislative requirements.
- Supporting and advocating Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. In particular, maintaining a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other underrepresented groups.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.