



COMMUNICATIONS MANAGER

INFORMATION PACKAGE FOR CANDIDATES

About PICA

The Perth Institute of Contemporary Arts (PICA) is one of Australia's leading centres for the development and presentation of contemporary art. Its mission is to create career-defining moments for artists, life changing experiences for audiences and critical turning points in the advancement of art forms

Housed in a large and striking heritage building in the heart of Perth, Western Australia, PICA is the region's focal point for those wishing to experience the best of Australian and international visual, performing and cross-disciplinary art. PICA is both a producing and presenting institution that runs a year round program of curated exhibitions, seasons in contemporary dance, theatre and music, live art events and a range of interdisciplinary projects. It boasts one of the largest and most breathtaking exhibition spaces in Australia and has become known for the leading role it plays in the presentation of significant new work.

PICA's key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broad cultural issues. Fundamental to its charter is the provision of a site for experimentation, critical analysis, discussion and debate. PICA is known for the rigour and breadth of its artistic and learning programs, high production standards and impeccable presentation. In many aspects of its operations, PICA might be understood as an incubator: providing resources, mentoring and support for both emerging and mature artists whilst promoting new and emerging ideas, forms and practices to the broader community.

PICA was established in 1989 as a Company Limited by Guarantee and is governed by a Board of Directors. PICA's annual income is derived from State and Federal government funding, corporate partners, philanthropic trusts and foundations, individual donors, project funding and earned income from ticket sales, membership fees, services, hires, retail and hospitality.

PICA inhabits a lively local and national network of intersecting interests and its relationship with other arts organisations, companies and institutions is cooperative and collaborative in nature. PICA is committed to providing high levels of support to artists, excellence in arts programming, high production standards and innovative means by which audiences can access and engage with contemporary art.

PICA has a strong following and prized central location. In 2015 it attracted over 270,000 people to its exhibition, performance, learning and event programs. However, there is the much potential for future growth in the areas of audience diversity and brand awareness.

POSITION DESCRIPTION

Position Title:	Communications Manager
Hours:	Full-time
Salary:	\$65,000 - \$70,000 per annum (plus superannuation) Depending on experience
Contract:	Two-year renewable contract subject to performance, including a 6 month probation period
Location:	Perth Institute of Contemporary Arts, Perth Cultural Centre, 51 James Street, Northbridge, Western Australia
Reports to:	Director/ CEO
Direct Reports:	Digital Marketing Coordinator (0.6), Graphic Designer (0.6) and contracted publicists
Key Relationships:	Internal: Senior Curator, Producer, Education Program Curator, Front of House Manager, Business Manager, Development Manager, Exhibitions Manager External: Artists, Media, Printers, Advertising outlets, Funding bodies, members, sponsors and donors, publicists and distributors, curators and writers, companies and organisations, general public
Purpose of Position:	The Communications Manager is responsible for all aspects of PICA's public relations, promotion and marketing and will be driving the development and implementation of the organisation's communications strategies. It is a multi-faceted role operating in a team environment that requires high level communication skills, established media relationships, excellent organisational and management skills and the ability to effectively liaise with a broad range of stakeholders.

POSITION SUMMARY

Reporting to the Director/CEO, the Communications Manager is responsible for:

- The planning, development and implementation of the marketing and communication strategies for PICA's artistic, learning, events, donor and corporate partnership programs as well as retail and hospitality activities
- The development and maintenance of the PICA brand and online identity
- The planning, development and implementation of annual marketing plans and strategic reviews for key commercial operations
- Management of visitor research projects and analysis
- Management of customer and sales analysis for ticketed events
- Management and professional development of the Digital Marketing Coordinator and Graphic Designer

KEY RESPONSIBILITIES:

PROGRAM COMMUNICATIONS

- Develop the annual Marketing Plan encompassing Brand, Program and Corporate campaigns outlining key marketing and communication tools including media/PR, advertising, signage, program collateral, digital and social media channels and the publication of other promotional material
- Develop and manage the annual marketing budget

- Develop media strategies, prepare and distribute media releases, vet and service media enquiries, maintaining strategic links with media on behalf of PICA and ensuring media coverage of PICA and its programs
- In consultation with the Program Managers, artists and program partners, develop, produce and distribute collateral for the organisation's exhibition, performance, education, public program, sponsorship and philanthropy programs
- Manage the production and distribution of all PICA publications, including annual reports, PICA Guides, catalogues and other relevant material
- Manage the production and distribution of all PICA promotional material including: posters, flyers, invitations, programs, signage, program, advertising and other relevant material
- Oversee PICA's digital communications across Facebook, Instagram, Twitter, the PICA website and other relevant in-house digital channels, with the support of PICA's Digital Marketing Coordinator
- Ensure agreed acknowledgement of artists, funding bodies, program partners, writers, photographers, donors, sponsors, lenders and other as required

BUSINESS DEVELOPMENT

- Manage all audience research and compilation of comparative analysis to effectively segment and understand existing and potential markets
- Manage the marketing campaigns for ticketed programs, including the performance, donor, education and public programs with a high level strategic approach to meeting financial targets and increasing paid audience attendance
- Identify "new market" opportunities for both specific programs and generic activities and develop appropriate marketing and communications strategies to capture these
- Develop and manage new and innovative digital, web, email and social networking strategies to improve communications and business development opportunities

TEAM & VENUE MANAGEMENT

- Manage PICA's Digital Marketing Coordinator and Graphic Designer
- Manage contract staff (eg. publicists, designers) as required
- Manage interns and volunteers as required
- Manage the organisation's design and print schedule
- Oversee PICA's FOH Manager and casual staff for the provision of high quality on-site program promotion for audiences, ensuring accurate attendance recording is maintained and ensuring patron engagement strategies are in place
- Contribute to the management of venue presentation and, in particular, oversee installation and maintenance of all venue signage
- Supervise the onsite and external distribution and display of all promotional material

REPORTING

- Generate Marketing Reports for the Board, funding bodies, sponsors and other stakeholders with accurate and comprehensive records of attendance and customer engagement across PICA's programs
- Supervise the recording and archiving of all press materials, documentation and media coverage
- Coordinate documentation of PICA exhibitions, performances, education programs and other events in consultation with relevant program managers

GENERAL

- Attend PICA functions (including exhibition and performance openings) and host where appropriate
- Represent PICA at meetings, public presentations and art events as required.
- General office administration as required

KEY SELECTION CRITERIA

Essential:

- Tertiary qualifications in Marketing, Arts or Communications (and/or relevant experience)
- Minimum of 3 years experience in marketing and communications
- A knowledge of and interest in contemporary arts practices
- Demonstrated ability to develop and implement marketing and communication strategies, campaigns and programs
- Demonstrated capacity to prepare, manage and control complex budgets across a range of program areas and individual projects and to work independently and with a team to deliver goals on time and within budget
- Proven ability to meet financial targets for ticketed programs and experience with operating ticketing systems
- Proven ability to lead and manage individuals and teams
- Excellent organisational skills and time management skills with the ability to work within a high-output environment by setting priorities and meeting deadlines
- An excellent eye for design and visual communications
- Excellent copy writing experience with attention to detail and thoroughness towards professional writing and editing standards
- Experience in the use of digital and web-based platforms to engage, communicate with and attract audiences
- Experience with Adobe Creative Suite and Microsoft Office
- Previous experience in building and managing external relationships and collaborating with partners and key stakeholders in the successful delivery of marketing and communications strategies
- Excellent media contacts and professional networks and the ability to secure media coverage
- Excellent interpersonal, negotiation and presentation skills
- Ability to work collaboratively with artists, curators, producers, writers, companies, sponsors, donors and funding agencies

Desirable:

- Experience in developing and maintaining databases and an understanding of Filemaker Pro
- Experience with SABO ticketing system, Wordpress and Campaign Monitor
- Interest in new technology and digital development

APPLICATIONS

Applications addressing the selection criteria (maximum 2 pages) should be accompanied by a covering letter, curriculum vitae and the names and contact details of three referees and emailed to Tim Carter at business@pica.org.au

Enquiries can be directed to PICA Director Amy Barrett-Lennard director@pica.org.au or Business Manager Tim Carter business@pica.org.au

Applications close 5pm WST, Monday 9 January 2017

We expect to be able to inform applicants during the week commencing 16 January whether or not they are being taken forward to interview.

1st Stage Interviews will take place during the week commencing Monday 30th January, and 2nd Stage Interviews will take place during the week commencing Monday 20th February

Please indicate in your application if you are unable to attend on these dates.