

<b>Position Description</b>	<b>Head of Brand &amp; Communications</b>
<b>Reports to</b>	<b>Museum Director &amp; CEO</b>
<b>Responsible for</b>	<b>Marketing and Communications Coordinator, interns</b>
<b>Hours</b>	<b>0.8 FTE (ongoing)</b>

At the Jewish Museum of Australia, we illuminate Jewish life. At the intersection of art and Jewish culture, our Museum is a place for all people to share in the Australian Jewish experience. Through a vibrant calendar of onsite and online experiences and events, the Museum is recognised as one of Australia's leading community museums.

Celebrating global Jewish excellence and everydayness through an Australian prism, we inspire curiosity, conversation and play with engagement and connection at our heart. Guided by our strong belief in the power of museums to change lives, we create world-class exhibitions and programs that convey the stories of our diverse community designed to enhance social cohesion, and promote tolerance, understanding, inclusion and multiculturalism.

### **Primary Purpose**

The Head of Brand & Communications plays an instrumental role for the Museum externally and within the leadership team.

The role is a key part of driving the Museum's positioning and perception within the Jewish and wider community. You will be responsible for developing and delivering the Museum's public relations and marketing strategies and go to market campaigns, with a focus on audience generation, brand engagement and extending the Museum's reach and impact.

You will play a key role supporting initiatives of other teams and departments within the Museum including the marketing and promotion of exhibitions, public programs, fundraising campaigns and driving our social media platforms.

You are the leader that presents the Museum's message to the world and that drives the brand positioning and resonance with our audiences and with our donors with a view to fostering engagement, connection and appreciation of the Museum and its mission and purpose.

This role is integral to realising the Museum's strategic objectives and promoting its organisational values internally and externally.

## **KEY RESPONSIBILITIES**

### **Brand & content**

- Coordinate the development, design and production of all Museum marketing materials, including brochures, onsite signage and organisational publications, ensuring consistency and adherence to the Museum's brand guidelines.
- Write and edit copy across appeals, direct, EDM, social media, publications and web.

### **Digital marketing**

- Plan and oversee strategic and tactical digital marketing campaigns to promote the Museum's brand, exhibitions, programs and fundraising using EDM, social media, and web.
- Monitor and recommend improvements to the Museum's website.
- Oversee the Museum's social media accounts, email marketing platform and web.

### **Media, Publications and Stakeholder relationships**

- Manage and develop the Museum's media database.
- Develop strategies in engagement and development of the Museum's membership base
- Develop and manage strategic marketing alliances and partnerships to broaden the Museum's reach and increase its access to a variety of distribution channels. Pursue with the CEO opportunities to expand and extend the Museum's brand, from the Museum Shop to cultural partnerships.

### **Strategy & planning**

- Develop, execute and regularly assess the Museum's marketing and content strategy.
- Develop and periodically review the Museum's audience segmentation model and promote internal understanding and application of it.
- Manage and ensure organisation-wide implementation of the Museum's brand strategy and identity.
- Develop and deliver integrated campaigns for the Museum's onsite and online experiences and events, exhibitions and education programs.
- Analyse and evaluate the effectiveness of marketing and communications activities.
- Plan, manage and implement the fundraising campaigns, including messaging and delivery

### **Audience engagement and evaluation**

- Create opportunities to capture and analyse audience insights and demographic data.
- Develop and oversee implementation of tools to evaluate audience engagement and obtain meaningful feedback.

### **Management Responsibilities**

- Actively participate in regular Leadership and staff team meetings and contribute to a results orientated and collaborative culture of creativity, excellence and innovation.
- Manage staff, external contractors and interns to drive results and meet performance expectations
- Ensure implementation of and adherence to all existing Museum policies, procedures and work practices and that all organisational reporting requirements are completed in a timely and accurate manner.
- Prepare and manage annual operational budgets for the Brand & Communications department.

**Other duties**

- You may be required to perform additional duties that are incidental to your key duties.

## **OHS AND RISK MANAGEMENT**

In the context of Occupational Health and Safety policies, procedures, training, and instruction, as detailed in Section 25 of the Occupational Health and Safety Act 2004, members of the Leadership Team are responsible for ensuring that they:

- Implement preventative OHS initiatives and maintain a healthy and safe work environment.
- Assist with the implementation of OHS and Risk Management policies, procedures standards, guidelines, instructions and Risk Assessment Control Plans.
- Regularly consult with employees, contractors and volunteers on OHS matters.
- Discuss OHS and Risk Management as part of daily decision-making processes, operations and team meetings.
- Conduct and document system reviews and inspections of employees, volunteers and contractors with assistance from the OHS and Risk Management Teams, manager(s), and/or personnel.
- Confirm and/or deliver appropriate training, and ensure instruction is given to personnel allowing them to complete jobs safely and without risks to health.
- Take appropriate action to alleviate any hazardous situation, unsafe act or omission that is observed or brought to their attention and provide appropriate feedback.
- Conduct effective induction of all employees, followed by ongoing training to develop and maintain a high level of OHS awareness.
- Assist with the implementation of Return-to-Work Plans.

## **ACCOUNTABILITY AND EXTENT OF AUTHORITY**

The Head of Brand & Communications is accountable for:

- Oversight of staff, volunteers and contractors
- Management of budgets under the control of the position
- Input into the development of organisational plans, policies and procedures
- The quality and meeting performance expectations of their individual role and department deliverables

The Head of Brand & Communications must exercise judgment in providing advice to department staff, contractors and other Museum staff and volunteers. The position requires the ability to think creatively, plan for projects, handle many tasks and competing priorities and operate at a senior, responsible and professional manner with limited supervision.

The Head of Brand & Communications is accountable to the Director & CEO for the achievement of goals and objectives established for the position. You will also be working in cross departmental groups as well as with board members on key projects and initiatives.

You will need to be organized, professional and collaborative.

## **SKILLS AND KNOWLEDGE REQUIRED**

The Head of Brand & Communications will possess the following knowledge and skills:

- Ability to establish priorities, plan, coordinate resources and manage time effectively to achieve objectives within a set timetable.
- Ability to manage and motivate employees, participate in employee development and effectively lead a team of professionals and involve professionals from other disciplines.
- Understanding of and ability to implement personnel practices including equal opportunity, occupational health and safety and employee development.
- Highly developed IT skills including proficiency in the Microsoft 365 software suite.
- Demonstrated experience in developing and delivering multi-channel marketing and communication campaigns with a focus on achieving targets and increasing visitation/sales.
- Excellent written and verbal communication skills and attention to detail.
- Demonstrated ability to manage and negotiate relationships with internal and external stakeholders.

## **PREREQUISITES**

- You are permitted to work in Australia and can provide evidence on request.
- You will hold and maintain a Working with Children Check (or agree to obtain one prior to appointment), nominating the Museum as your employer.
- You permit to undergo a Police Check at the commencement of your employment at the expense of the Museum. Your employment at the Museum is subject to the satisfactory outcome of the Police Check.

## **KEY SELECTION CRITERIA**

### **Essential:**

- At least five years' experience in a marketing role, with a strong understanding of marketing principles and contemporary marketing practice
- Degree in marketing, communications, PR or a related field
- Demonstrated experience in providing strategic direction and management of brand management, marketing campaign execution and customer segmentation
- Outstanding interpersonal skills, including conflict resolution, tact and discretion
- The capability to negotiating outcomes with stakeholders to achieve results, in a diverse context with multiple required outcomes
- Proficiency in budget management and expense control
- Competence and confidence operating digital channels including website, social media business accounts and email marketing platforms
- Excellent organisational skills and ability to set priorities and meet deadlines



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**Desirable:**

- Experience in Fundraising campaigns and/or membership campaign management and execution
- An understanding of and appreciation for Jewish history and culture and the diversity of Jewish experiences
- Experience in the arts and/or not-for-profit environments