



TEN DAYS ON THE ISLAND

HEAD OF MARKETING & PARTNERSHIPS

POSITION DESCRIPTION

Title:	HEAD OF MARKETING & MARKETING
Location:	TEN DAYS ON THE ISLAND, PATAWAY (BURNIE), LUTRUWITA (TASMANIA)
Reports to:	CEO
Supervises:	Partnerships, Marketing, and Ticketing team and casuals
Period of Contract:	Fixed Term. Full time from April 2022 to May 2023
Remuneration:	Negotiable in line with experience and expertise

OVERVIEW

Ten Days on the Island (Ten Days) was established by the Tasmanian Government in 2000 to develop and deliver a statewide cultural festival of national significance that provides opportunities for Tasmanian artists and companies to present their works to a wider audience, access for Tasmanian audiences to national and international artists and companies of the highest quality, and helps to build Tasmania's professional arts infrastructure.

The biennial festival celebrates Tasmania's island culture and offers a platform on which to profile and promote Tasmania's innovative, creative and resourceful character and unique cultural identity.

Ten Days brings international recognition for Tasmania and demonstrates how the arts can positively influence a community's perception of itself and the image it projects to the world.

The next Festival is 3 – 19 March 2023.

PURPOSE OF THE POSITION

Reporting to the CEO, the Head of Marketing & Partnerships is responsible for building relationships with corporate partners, sponsors, and donors, developing effective communications for all stakeholders of the organisation to raise the profile of the organisation and the Festival, securing resources and new audiences, and helping to facilitate the delivery and growth of the Festival.

OBJECTIVES OF THE POSITION

The Head of Marketing & Partnerships will:

- work with the CEO and Festival team to build on established, and develop new, relationships with corporate partners, sponsors, donors;
- plan, implement and deliver the Marketing, Communications and Ticketing strategies and activities;
- manage the budgets for Partnerships, Marketing, Communications and Ticketing activities; and

- build connections with stakeholders and audiences to broaden the support base for the Festival.

DUTIES AND RESPONSIBILITIES

The Head of Marketing & Partnerships is responsible and accountable for:

- drafting and implementing the strategy and action plans for partnerships and donations in line with agreed targets
- drafting and implementing the strategy and action plans for audience attendance and ticket sales in line with agreed targets
- writing and delivering the Marketing and Communications strategies and tactical plans for Ten Days on the Island Festival 2021
- in consultation with the Artistic Director and CEO, developing campaigns to maximise the appeal of the Festival and its individual program elements
- developing, managing and reporting on a regular basis to the CEO on the Partnerships, Marketing and Communications budgets
- maintaining accurate and timely financial and performance records required to meet organisation, stakeholder, Board, funding body and audit requirements
- leading and managing the performance of the Partnerships, Marketing, Communications and Ticketing team (including employees and contractors) to ensure that strategies and budgets are fully delivered
- contributing to a dynamic, energetic, collaborative and performance-oriented workplace culture and ensuring effective and productive relations with the programming and operations, and finance and administration departments
- ensuring that Partnerships, Marketing, Communications and Ticketing team members have ready access to information and reporting as required to achieve their responsibilities.

KEY INFORMATION

- This position is based at Ten Days' HQ in pataway/Burnie
- The successful candidate will be appointed to a fulltime contract with remuneration and conditions to be negotiated
- The contract is modelled on and supports Ten Days' employment policies

WORK HEALTH & SAFETY, EQUAL OPPORTUNITY, DISCRIMINATION & HARASSMENT

Ten Days on the Island is committed to high standards of performance concerning Occupational Health and Safety and Equal Employment Opportunity. All employees are expected to participate in maintaining safe working conditions and practices, as well as promoting and upholding the principle of fair and equitable access to employment and promotion, personal development and training and the elimination of workplace harassment and discrimination.

WORK CONDITIONS

The position is based in pataway/Burnie, lutruwita/Tasmania. Considerable intrastate travel will be required and there may be some requirement for interstate travel.

Normal hours of work will be 9 am to 5 pm with a daily lunch break of one hour; however, there will be times when considerable out-of-hours attendance will be needed. Hours of work will

include weekend and on-call response during the lead up to and throughout the 2023 Festival and other Ten Days' events.

TIME OFF IN LIEU

Ten Days has a Time off in Lieu (TOIL) policy for full-time PAYG staff members of six months' duration or longer. TOIL policy details will be found in your contract of employment along with the process of accruing and using TOIL.

ANNUAL AND SICK LEAVE

Subject to the terms and conditions of the employment contract, the Employee will be entitled to

- holiday leave accrued pro rata at the rate of four weeks for every 52 weeks worked. No leave loading will be paid.
- personal leave of 10 days per annum (pro rata). No payment is made for unused personal leave during the contracted period.

SELECTION CRITERIA

- A well-established marketing and communications professional profile, capable of representing Ten Days across a broad range of stakeholder environments
- Demonstrated experience and success in building long term relationships with corporations, businesses and individual donors and securing financial support from non-government sources
- High level knowledge of brand strategy and arts marketing, including brand positioning and brand management, campaign design and delivery, publicity, ticketing and corporate communications and the market for the performing and visual arts
- Proven ability to develop and implement marketing and communications strategies relevant to the aims and aspirations of Ten Days to enhance Ten Days' reputation and success as a major event
- High level understanding and demonstrated experience in the development and application of contemporary marketing strategies and practices particularly in a digital and social media context
- Demonstrated excellence in organisational, managerial and communication skills
- High level knowledge of database development and maintenance
- At least five years' experience in similar or related role
- Degree in relevant discipline (desirable)

PERSONAL QUALITIES

- Comfortable in representing Ten Days in all environments and capable of inspiring and nurturing stakeholders and colleagues
- Understands stakeholders' needs and expectations, readily establishes rapport and engagement and sustains excellent relationships with service providers and stakeholders
- Readily adjusts and adapts to changing circumstances
- Engenders confidence in and commitment from others
- Experience in managing a team that may not be located in the same space

HOW TO APPLY

Please address the Selection Criteria as succinctly as you can, giving recent examples to illustrate your experience.

Email your response to the Selection Criteria, your current CV and a brief cover letter to rsvp@tendays.org.au

Please write HEAD OF MARKETING & PARTNERSHIPS in the subject line of your email.

Applications should be received by **9am Monday 21 February 2022**.

If you have any questions about the role or the application process, call Vernon Guest 0408 174 076