

POSITION DESCRIPTION

Position Title:	MARKETING AND ADMINISTRATION MANAGER
Term:	Full-time, permanent role (1.0 FTE / 37.5 hours per week)
Reports To:	CEO, The Johnston Collection
Remuneration:	\$70,000 - \$80,000 per annum (depending on experience) plus statutory superannuation
Organisation:	The Johnston Collection
Location:	On-site Monday to Friday, 9:00am – 5:00pm in East Melbourne. Some weekend and/or after-hours work is also required.
Relationships:	CEO, Visitor Services Team, Retail Experience Manager, Accountant, TJC Volunteers, TJC Ambassadors, Committee of Friends of TJC, donors, suppliers, contractors, sponsors, visitors, lecturers, and event and exhibition partners.

THE ORGANISATION

The Johnston Collection (TJC) is an award-winning, critically acclaimed museum and exhibition house established in an historic East Melbourne townhouse. TJC opened to the public in 1990 as an independent, not-for-profit public museum by The W R Johnston Trust. TJC is the legacy of William Robert Johnston (1911-1986), antique dealer and collector, who left his estate for the inspiration and enjoyment of others.

The museum offers visitors intimate engagement with the collection of mostly English fine and decorative arts of the 18th and 19th centuries, displayed in a domestic setting. Visitors also discover, experience, and engage with TJC through a dynamic temporary exhibition program based on the permanent collection. From time to time, the collection is also exhibited in imaginative dialogue with commissioned work by contemporary artists.

TJC offers an active annual program of exhibitions, lectures, guided tours, study days and workshops, and participates in events such as the PayPal Melbourne Fashion Festival, Melbourne Food and Wine Festival, Open House Melbourne, and Victorian Seniors Festival to engage with new audiences.

The work of TJC is enabled by a passionate group of supporters: donors, Ambassadors, members (The Friends of The Johnston Collection), and volunteers.

THE ROLE

The Marketing and Administration Manager (M&AM) is responsible for effective marketing, communications, administration, and event support for TJC. The M&AM holds a distinct and important role within the organisation and works closely with the CEO to ensure the smooth and efficient operation of a small, dynamic office.

This full-time, on-site position is integral to all aspects of TJC's activities and plays an important part in driving TJC's future direction. The M&AM takes ownership and responsibility for management and production of digital and print communications that promote TJC projects and programs. This includes development and coordination of content, design and production of publications and collateral, and content creation for TJC social media channels and website. Core activities of the role include driving

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visitation to the museum's exhibitions and programs, building the reputation and profile of the organisation and its collection in local, national, and international markets, and providing quality communication that attracts and retains audiences, members, partners, and media/industry contacts.

In addition, the M&AM provides a positive and informative reception point for the organisation for a variety of stakeholders. The M&AM assists with enquiries and supplies information about the programs offered, manages administrative tasks, the museum's bookings, CMS, subscriber database, and a variety of other tasks involved in managing an arts organisation. The role also assists with the production of special events, both onsite and offsite, and provides administrative support for The WR Johnston Trust (for example, as Minute Secretary for Trust meetings). TJC operates under City of Melbourne *Planning Permit (TP-2019-62)*, and the M&AM works closely with the CEO to enhance the visibility and accessibility of TJC to audiences within the requirements of the permit.

Overall, the role responsibilities are linked to TJC strategic outcomes: to raise awareness of TJC's brand and activities; support achievement of audience and income targets; nurture existing visitors and develop new audiences; maximise digital reach and engagement; and meet the needs of audiences, supporters, funders, and other stakeholders.

The M&AM role is diverse and requires a versatile, proactive, creative, problem-solver who is confident to manage many competing tasks and priorities and build and maintain relationships with a variety of stakeholders. The role requires highly developed communication and interpersonal skills, along with excellent attention to detail, advanced knowledge of digital/social media tools and publishing platforms, affinity with IT and AV equipment and CMS databases, and fluency in design. Strategic thinking, solid administration skills, and a strong customer service ethos are also required.

The M&AM requires a passion for the arts and preferably experience working in a relevant sector, such as a not-for-profit and / or arts industry, membership, tourism, or heritage organisation.

KEY RESPONSIBILITIES

Marketing and Communication

- Develop and implement marketing and communication strategies to engage with new and existing audiences.
- Create and curate dynamic and engaging content (including copy, images, and videos) for TJC website, social media channels (Facebook, Instagram, LinkedIn, X/Twitter, and YouTube), e-newsletters, Annual Report, and online listings such as *ArtsHub*, *What's On Melbourne* etc.
- Nurture social media audiences by responding to comments and questions, sharing relevant curated content, and develop relationships with influencers/online partners.
- Develop communications plan with relevant staff and volunteer groups to meet targets and deadlines as required, with specific timelines for exhibitions, lectures, events, and fundraising.
- Use eDM software (Klaviyo) to create and distribute emails to TJC's subscriber database.
- Develop content, design, copywrite, proof-read, edit, and manage production of TJC collateral including publications, advertisements, the Annual Report, event and program handouts and e-flyers, DL flyers, invitations, e-signatures and PowerPoint presentations and other internal and external communications.

- Be TJC's brand guardian: support the team to maintain brand consistency and ensure external communications are on brand and that donors, sponsors and partners are appropriately acknowledged.
- Maintain and develop industry and media contacts to uplift the profile of TJC with current and potential media partners.
- Prepare media releases for all project launches, exhibitions, and fundraising events.
- Manage relationships with external graphic designer/s and printer/s and (occasionally) web developers to upgrade and improve website and CMS / CRM functionality.
- Prepare and manage applications (e.g. for funders, festivals, and accreditation), monitor processes, and complete acquittal reports.
- Monitor web, social media and onsite visitor statistics and prepare reports for CEO, Trustees and funders as required.

Administration

- Manage all TJC general correspondence, email, and telephone enquiries, including responding to visitor enquiries and managing the online booking system.
- Manage relationships with key suppliers/contractors including IT provider, website and booking system providers.
- Assist with membership renewals, mailing list, telephone and email enquiries relating to The Friends of The Johnston Collection.
- Act as administrator for The WR Johnston Trust and Minute Secretary at meetings of the Trust. Provide executive assistant support to the CEO for Trustee administration and Trustee meeting coordination (including agenda preparation, collating and editing reports, and minute-taking).
- Maintain TJC's Policy and Procedural documents with direction from the CEO.
- Maintain filing and archiving systems for electronic image and video library and databases such as membership lists, lists of suppliers etc.
- Act as Real Estate Agency contact for the organisation's investment properties and coordinate quotations and follow-up any maintenance issues.
- Manage office equipment and supplies.
- Support the CEO in recruitment processes and onboarding.
- Provide other administrative assistance to the CEO as required.

Financial Management

- Follow all financial processes within required timeframes and budget requirements.
- Support day-to-day financial administration including co-signing and authorising payments.
- Organise and coordinate annual insurance review, and detailed three-year insurance review.
- Obtain and compare competitive quotations for subscriptions, IT services etc and finalise approvals as required.

Events and Fundraising

- Assist in the planning and support of public programs, activities, and events, including funding applications and exhibition de/installation, as required.
- Provide administrative support for onsite and offsite events hosted by TJC including volunteer activities, fundraising events, and public programs. This could include, for

example, compilation of guest lists, design of invitations and collateral (including liaison with external suppliers); preparation of event run sheets, and assisting with event logistics.

Operational Support

- Take responsibility for the unlocking and locking of the museum during normal working hours, and at other times, as required.
- Be available for emergency out of hours call out duties in connection with alarm activations and/or other emergency alerts, if required.
- Assist Visitor Services team with volunteer and visitor liaison as required.
- Support and train office-based volunteers, and model and encourage a harmonious, engaged workplace for staff, volunteers, and supporters.
- On occasions, drive the organisation's vehicle (manual driver's licence required) to support Visitor Services and Curatorial requirements.
- Other duties as required from time to time by the CEO.

KEY SELECTION CRITERIA

Essential:

- Professional experience in marketing/communications and administration (experience in a small to medium-sized arts organisation will be highly regarded)
- Tertiary qualifications or relevant employment history in a related field (e.g. in Arts Management, Marketing, Communications)
- Advanced marketing and communication skills including creating and managing content for social media, preparing media releases and editorials, creative design of collateral, and developing brand partnerships.
- Experience managing Content Management Systems (CMS), ticketing systems and Electronic Delivery Mail Software (such as Klaviyo or Mailchimp).
- Excellent IT skills, including experience with MS Office suite (Microsoft Word, Excel, Outlook), and Adobe Acrobat/Adobe Suite and with graphics editors such as InDesign, Photoshop.
- Highly developed oral and written communication and excellent attention to detail.
- Highly developed organisational and time-management skills with a demonstrated ability to take initiative and work with limited direction.
- Demonstrated experience in supporting and organising events.
- A customer service centred work ethos and ability to liaise with a wide range of stakeholders and organisations.
- A current Victorian Driver's Licence (manual).

Desirable:

- Knowledge of and affinity with the arts/museums and galleries/heritage/not-for-profit sectors.
- Familiarity with AV systems and ability to troubleshoot IT and AV issues.
- Knowledge and understanding of OH&S and EEO.

The incumbent will hold (or be required to obtain):

- First Aid Certificate
- Victorian Police Records Check
- Working with Children's Check
- Responsible Serving of Alcohol Certification

Please note: if your application is successful, we will require the following documents prior to commencement:

- If your birthplace is outside Australia, documents proving you are legally able to work in Australia, i.e. evidence of citizenship/permanent residency status or work visa.
- Copy of your current Victorian Driver Licence (Manual).

IMPORTANT INFORMATION

The position is full-time (1.0 FTE or 37.5 hours per week). The appointment is subject to the successful completion of an initial three (3) month probation period.

The regular workdays for this role are Monday to Friday (inclusive) from 9:00 am to 5:00 pm onsite in East Melbourne. Some flexibility in working hours is required including early starts, weekends and/or evening work (e.g. to support exhibition openings). The position may involve occasional local travel. The administration office is located on the second floor of a heritage building (stair access only).

TJC is an Equal Opportunity Employer and a smoke-free work environment. The preferred candidate will be required to hold (or obtain) a Working with Children Check and undergo a satisfactory Victoria Police Records check. Compliance with TJC's drug and alcohol policy stipulates that all employees and contractors are required to be drug and alcohol free while at work. TJC staff may be provided with or use equipment that contains electronic monitoring devices.

In accordance with TJC's City of Melbourne Planning Permit (TP-2019-62), it is a mandatory requirement that staff or volunteers do not park their car in the vicinity of TJC at any time. Public transport is the best mode of transport to TJC.

APPLICATION GUIDELINES

To apply for the Marketing and Administration Manager position, please submit your application marked 'Confidential' to :admin@johnstoncollection.org. Please include:

- A cover Letter (maximum 1 page).
- A copy of your current resume.
- A statement addressing the Key Selection Criteria.

Applications must be received by: **Monday 20 November 2023 at 5pm AEST.**

Further enquiries about the role may be directed to: Dr Louise Voll Box, CEO, director@johnstoncollection.org or (03) 9416 2515.