



Artback NT

MARKETING AND
COMMUNICATIONS MANAGER
CANDIDATE PACK

www.artbacknt.com.au



ACKNOWLEDGEMENT

Artback NT works from offices on the unceded lands of the Larrakia, Arrernte and Yanyuwa.

We pay respects to Elders past and present and extend that respect to First Nations Elders of all the communities with which we live and work.

ABOUT US

Artback NT is a leading not-for-profit arts organisation, representing Territory artists. It is our 30th anniversary in 2025.

We support the development and promotion of creative practice, tour shows and exhibitions around the NT and Australia, and manage festivals and workshop programs on behalf of remote communities.

We create, produce and deliver across three program areas:

- Performing arts
- Visual arts
- Remote community festivals and other events

Each of our activities relies on securing project funding and on an individual communications program to generate awareness, build enthusiasm and attract audiences. This is supported by solid planning, consistent branding, and quality communications strategies, as well as strong funding proposals and reporting.

ABOUT THE ROLE

The Marketing and Communications Manager is a central role, working across all areas of the organisation to successfully promote our activities, assure brand consistency and partner acknowledgements.

You will be responsible for planning, delivering and overseeing campaigns to drive visitation, participation and ticket sales for our touring productions, visual art exhibitions and events, nationally as well as within the NT. To do this, you'll be the expert communication advisor to Artback NT's Program Managers.

You will be responsible for corporate communication: from our website to our annual report. For this you will lead the structure and timelines, write content, select images, and oversee production.

You will contribute to Artback NT's funding strategy, with lead on developing sponsorship proposals, identifying new sponsors, presenting pitches, and managing sponsor relationships.

Key relationships:The Marketing and Communications Manager reports to the Business Manager, supports the CEO with media liaison and presentations, and works very closely with Program Managers. You will supervise the Administrator in their duties in supporting you with social media, and event scheduling. Externally, you will be responsible for relationships with creative service providers, venue partners, sponsors and other project partners.

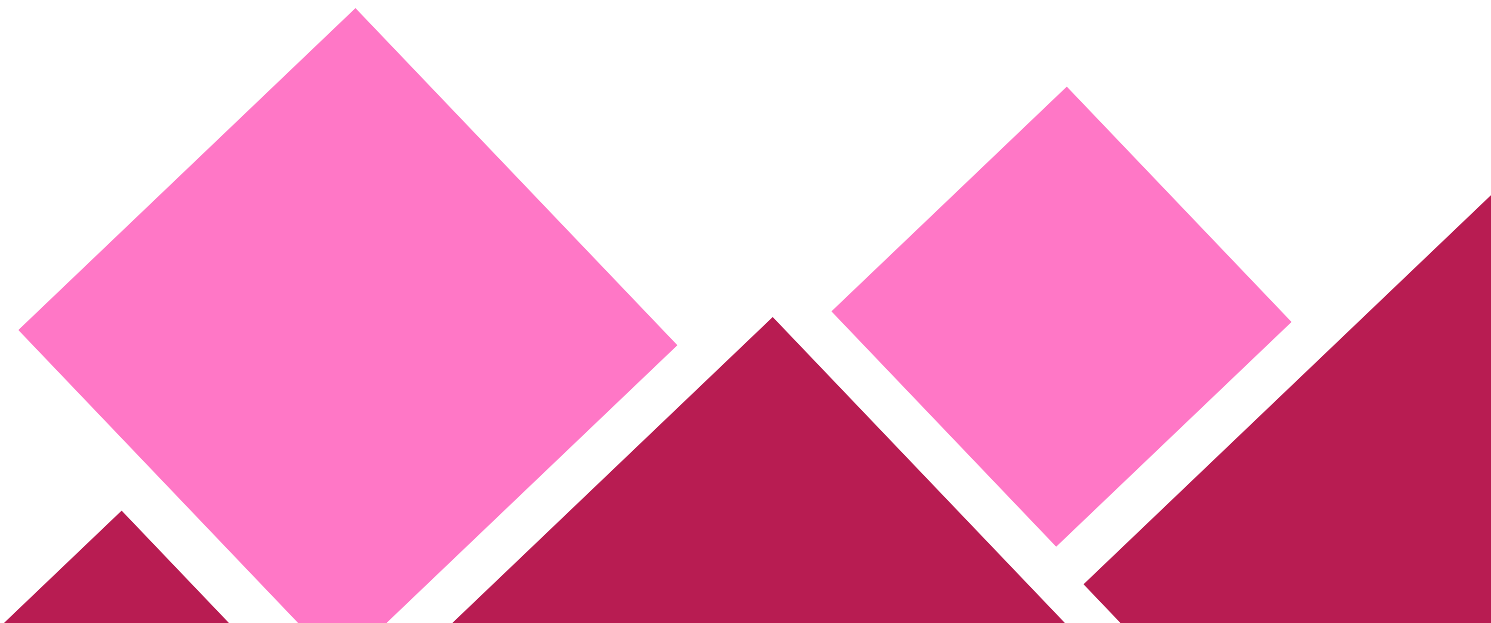
ABOUT YOU

You will have extensive experience in a similar role, in a creative environment, with the skills to lead in developing marketing strategies and plans as well as delivering promotions campaigns and managing media liaison.

You will have a critical eye for design, tone, and manner. You will have a strategic perspective, an analytical approach, and an enthusiasm for responding to the unpredictable and finding creative solutions to challenges.

You will be curious, action-oriented, an assertive diplomat and collaborator, and have a commitment to deadlines.

You'll be culturally aware, used to engaging across a wide range of stakeholders, be a capable presenter and influencer, and able to inspire trust and confidence in your working relationships.





KEY INFO

Reports to :	Business Manager, Artback NT
Location :	Garramilla (Darwin)
Contract :	3 days a week – 22.5hours spread over Monday to Friday, to be agreed 12months – with a 3month probationary period and the intension of renewal, subject to funding outcomes
Remuneration :	Base salary \$73,000 - \$77,000pa, pro-rata (Based on experience) Superannuation 11% 6 weeks annual leave – plus 17.5% loading

SELECTION CRITERIA

Essential

Your application must specifically address these.

- At least 5 years' experience in a multi-program, creative, cross-cultural marketing and communications role specifically in an arts management environment and/or direct knowledge of creative practice or production in the performing and, or visual arts.
- High-level written communication skills and an expert and adaptable writer able to deliver corporate, casual and creative language as appropriate to the messages and audiences. Demonstrable experience in a mix of marketing plans, reports, creative and design briefs (print and screen), website and social media content, newsletters, catalogues, media releases, proposals/prospectuses, and professional emails. Expert content developer, with a strong aesthetic and an eye for quality design and layout.
- Analytical and problem-solving skills, adaptability, resilience and resourcefulness to meet diverse and changing work demands, and the ability to take on new challenges.
- Understanding of Intellectual Property and appropriate practice and protocols in reproducing and crediting the work of artists and creatives.

- Experience in sourcing funding and building strong sponsor relationships, and in meeting funding agreement obligations for communications, promotions and acknowledgements.
- Excellent understanding of the Northern Territory arts sector ecosystem, and sound knowledge of the Australian arts and media landscape.
- You must be able to work efficiently with the Microsoft Office suite in a PC environment and know Monday.com or similar team collaboration or project management software.

Highly desirable

These will significantly add to your application.

- Specific experience in securing, managing and acquitting grants and other funding from a range of sources: government agencies, philanthropic trusts and foundations, corporate and other sponsors. Established relationships in networks relevant to Artback NT will be highly regarded.
- Specific experience in an arts or events management environment and/or direct knowledge of creative practice in the performing or visual arts.
- Knowledge of culturally safe professional practice, with experience working cross-culturally and with remote communities.

Additional

- You must be able to get an NT police check working with children clearance (Ochre Card).

TO APPLY

We encourage you to read more about us, our work and our team at:
www.artbacknt.com.au

If you have further queries, please contact the Chief Executive Officer, Shay Vigona-Goudge, on 08 89 411 444.

Applications will be assessed and processed as they come in, so please get in touch for more information if you are interested in applying. Applications must include:

- A cover letter (no more than 2 pages), telling us about you and how you see your fit with the key responsibilities of the Marketing and Communications Manager role.
- Your response to the selection criteria. Demonstrate how your experience and skills meet the requirements.
- Your CV/resume.

We value diversity in our team. We strongly encourage applications from First Nations people, LGBTQIA+ people, those from a wide range of cultural communities, those living with disability, and people with their own creative practice.

Submit by email to ceo@artbacknt.com.au