

# Marketing and Communications Manager

## Position Description



<b>POSITION TITLE:</b>	Marketing and Communications Manager
<b>HOURS:</b>	0.8 FTE - Parental Leave Contract – 12 months From July 2026 – July 2027
<b>SALARY:</b>	\$105,000 plus statutory super + Salary packaging available
<b>MANAGER:</b>	Reports to CEO
<b>DIRECT REPORTS:</b>	Fundraising and Development Manager Marketing and Systems Coordinator

### About The Torch

The Torch is a not for profit Aboriginal-led arts organisation that provides art, cultural and arts industry support to First Nations people incarcerated across Victoria.

The core business of The Torch is to address the over-representation of Aboriginal and Torres Strait Islander people within Victoria's legal system through its Statewide Indigenous Arts In Prisons and Community Program.

Our vision is to support First Nations people to reclaim cultural connections through art and cultural practice. This includes personal and community healing and empowerment, economic elevation, and providing a sense of purpose.

### About the role

The Marketing and Communications Manager is a strategic role responsible for developing and executing comprehensive marketing and communication strategies that enhance The Torch's brand presence, engage our audience, and drive attendance and support for our programs and exhibitions.

The ideal candidate will have a deep understanding of the First Nations arts and cultural sector, strong communication skills including exceptional copywriting expertise, and a proven track record in digital and traditional marketing.

This leadership role involves managing a dedicated team focused on crafting and delivering compelling narratives to external stakeholders. You will oversee the Fundraising and Development Manager and Marketing and Systems Coordinator, guiding their efforts to enhance our organisation's storytelling and communication strategies.

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### **ROLES & RESPONSIBILITIES**

#### **Strategic Marketing and Communications:**

- Develop and implement comprehensive marketing and communications strategies to promote exhibitions, website, events and programs.
- Maintain and enhance The Torch's brand voice and messaging consistency across all communication materials.
- Analyse market trends and audience insights to refine and adapt marketing strategies.
- Oversee and develop all external written communications to stakeholders
- Manage annual and project marketing budgets
- Develop and implement SEO strategies and leverage AI tools to optimize digital content and drive online visibility and engagement.

#### **Content Creation and Management:**

- Craft and manage compelling content for various communication channels, including press releases, newsletters, website updates, and social media platforms.
- In collaboration with the Marketing and Systems Coordinator, manage the organisation's website and ensure content is current, relevant, and aligned with our brand.

#### **Public Relations and Media Outreach:**

- Serve as the primary point of contact for media inquiries and coordinate press outreach and media relations.
- Work with third party PR firm during core exhibitions and events throughout the year
- Draft and distribute press releases, media advisories, and other public relations materials.

#### **Team Leadership and Collaboration:**

- Supervise and mentor the Marketing and Systems Coordinator and Fundraising and Development Manager, providing guidance, support and directing each to set and manage priorities.
- Collaborate with other departments to ensure cohesive messaging and successful program delivery.

#### **Fundraising and Development**

- Collaborate with the Marketing & Systems Coordinator to develop and design digital fundraising campaigns and assets
- Identify and employ best practice digital marketing strategies and tools for donor acquisition and retention

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- Work with the Fundraising and Development Manager to craft compelling fundraising campaigns and assist with writing donor communications.
- Support the proofreading of formal documents such as grant applications, annual reports, acquittals.
- Lead the production and copywriting of fundraising collateral

### **Audience Engagement:**

- Plan and execute promotional campaigns for exhibitions and special events.
- Develop and implement strategies to increase audience engagement and attendance at events and programs.
- Utilise data and feedback to assess the effectiveness of marketing efforts and adjust strategies accordingly.
- Manage VIP and invite lists for exhibitions and special events.

### **Brand Management:**

- Serve as the primary brand custodian, overseeing all brand template and asset use to ensure newly launched brand maintains consistency across all internal and external applications.
- Ensure consistency and alignment of messaging across all communication channels.
- Monitor and manage the organisation's brand reputation.

## **KEY SELECTION CRITERIA**

### **Essential**

- **Commitment to Community Development:** Highly motivated to achieve impactful outcomes for the Aboriginal and Torres Strait Islander community.
- **Leadership and Team Management:** Proven ability to lead, manage, and inspire a team effectively.
- **Marketing Experience:** Demonstrated success in developing and implementing a broad range of marketing campaigns; using a variety of marketing strategies and tools in an arts and/or entertainment or related context
- **Digital tools:** Strong understanding of digital marketing tools and techniques, including social media, SEO, and email marketing including segmentation.
- **Communication:** Exceptional written and verbal communication skills, with the ability to create compelling content for diverse audiences.
- **Impact:** Passion for the arts and a commitment to advancing cultural engagement and community impact.

### **Desirable**

- **First Nations culture:** experience working for a First Nations organisation

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- **Fundraising and Development:** understanding of fundraising best practice for a NFP or community organisation

### APPLICATION DETAILS

We are committed to prioritising applications from Aboriginal and Torres Strait Islander people.

Applications are due by **5pm Sunday 30 May 2026**

**A cover letter addressing each of the key selection criteria and your resume** should be addressed to Operations Manager Kymbal McGrath - [work@thetorch.org.au](mailto:work@thetorch.org.au) by **5pm Sunday 30 May 2026**.

### ENQUIRIES

Please direct enquiries for the role to CEO Susannah Day – [Susannah.day@thetorch.org.au](mailto:Susannah.day@thetorch.org.au) or call 0402 077 396 during office hours (Mon-Thurs).