

MARKETING COORDINATOR

Be a part of a place that values you and your ability to create exciting, engaging and high-quality content and experience.

Title	Marketing Coordinator
Reports To	Marketing & Development Manager
Direct Reports	None
Key Relationships	Internal: Relationships & Fundraising Coordinator, Programming team, Venue Operations team, web development contractor (on retainer). External: graphic design partner, suppliers, partners and sponsors, artists and community, contractors, and industry contacts.
Employment Basis	Part-time, 0.6FTE (45 hours per fortnight).
Employment Conditions	Employment is subject to a National Police Check and a Working With Children Check.
Salary	\$70,000 per annum pro rata, plus superannuation at the Superannuation Guarantee rate (currently 12%) and annual leave loading at 17.5%.
Employment Benefits	• Access to culturally responsive Employee Assistance Program • Opportunities for professional development • Positive, socially engaged work culture • Flexible working arrangements, including hybrid remote/onsite working and bonus paid RDOs between Christmas and New Year • Free, private onsite parking, secure bike parking, • Salary sacrifice options, including super top-up and electronics purchases • In-kind use of FCA facilities and spaces for personal use (eg band rehearsals)
Location	The position is based at Footscray Community Arts, 45 Moreland Street, Footscray.
Access	If you have access requirements to support you in the recruitment process, please let us know. We will make reasonable adjustments to accommodate the needs of employees with disability.
Who to talk to	Name: Nishika De Silva Email/ phone: applications@footscrayarts.com / +61 3 9362 8888
Employment Values	The values that guide our work are: • Cultural Agency: Affirming equity and representation for the communities we centre. • Access & Inclusion: Strive for genuine accessibility & cultural safety. • Active Allyship: Amplifying each other's voices & dismantling systemic barriers in the creative industries. • Next Practice: Establish sector-leading models for creativity and business. We are dedicated to developing safe and flexible working environments for our team and are committed to a culture of continuous improvement, learning and unlearning.
Acknowledgment of Country	We acknowledge that we are on the traditional lands of the Wurundjeri peoples of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them, to all Aboriginal and Torres Strait Islander people.
How to apply and closing date	Applications are due by close of business Friday 4 September, 2026 . Essential instructions for application are included on page 4 of this document. We cannot accept late applications.

Position Description: MARKETING COORDINATOR

The Marketing Coordinator is responsible for the organisation and delivery of all FCA marketing and promotional activities, across artistic programming campaigns, community engagement initiatives, brand awareness and development campaigns, partnership activations and other ad hoc marketing activities. Working under the direction of the Marketing & Development Manager, the Marketing Coordinator will deliver on campaign strategy and production across owned, earned and paid channels, which includes the planning and scheduling of marketing activities in an annual Campaigns calendar and ensuring that FCA is represented by high-quality, beautifully designed, exciting and engaging content.

Guided by customer journey maps, this role will be responsible for marketing activities across both print and digital, which includes print and digital content creation, campaign delivery, collateral and marketing asset monitoring & management (includes physical onsite assets & digital marketing assets), and the coordination, scheduling, and monitoring of FCA's digital communications channels.

The role works alongside the Marketing & Development Manager, Relationships & Fundraising Coordinator and in close collaboration with the Programming and Venue Operations teams to create content and assets that support all FCA activities. The role is also responsible for ensuring the relevance, functionality and accessibility of FCA digital communication channels, including the website, working with a web developer contractor to ensure a high quality and seamless discovery and visitor experience.

Successful Candidate Profile

We are looking for someone who is:

- **Passionate about creativity and social justice:** art can create transformative change for communities and artists historically marginalized from mainstream culture. Through your role, you'll platform artists and community to utilize creativity for social good.
- **An intuitive and proactive communicator:** the success of this role is underpinned by proactive written and verbal communication. You will be direct, but generous and patient.
- **An efficient, organised, systems-based worker:** we are a busy place! To manage the systems that support the Marketing & Development team, you will be naturally organised and always be seeking ways to improve ways of working.
- **A collaborative team member:** you can work creatively, collaboratively, and generously with your team in the sustainable delivery of quality communications, engaging and exciting our supporters, community and the general public.

Core Duties and Deliverables

Area	Description
Digital marketing & asset maintenance	• Track and monitor digital channel performance in collaboration with the Marketing & Development Manager. • Proactively escalate website functionality issues to external web developer as required, ensuring issues are appropriately prioritized and solved in a timely manner and with the least possible impact. • Proactively identify and escalate social media issues to the Marketing & Development Manager and execute strategies to manage and mitigate issues • Maintain and continuously improve the accessibility of digital assets, including integrating best-practice accessibility features and functions, proactively proposing upgrades and improvements to the Marketing & Development Manager.

	- Decommission outdated web pages, and archive images, documents and content as required. - Contribute to implementation of improvements to digital engagement, including accessibility upgrades and compliance to universal access standards. - Be proactive, flexible and responsive to ad-hoc requests and issue management.
Content creation	- Create content as required to support marketing and engagement activities, including but not limited to copy, images, video, social media content, and design elements, in keeping with FCA brand and Style Guide. - Collaborate with the Marketing & Development team to elevate the quality of FCA's digital content, seeking input where needed. - Systematically review content in collaboration with the Programming team and other relevant stakeholders to ensure accuracy of information. - Develop design assets and source images/ video as required. - Manage the image archives including ensuring photo credits are applied appropriately across all marketing material.
Campaign delivery	- Execute campaigns in accordance with the Campaigns calendar, including developing copy and sourcing or creating images/ video, scheduling and publishing digital assets and content, developing printed collateral, and other campaign delivery as directed by the Marketing & Development Manager. - Implement ticketing and invitation list campaigns, updating the CRM system as required. - Liaise with the Venue Operations team and other stakeholders to deliver on-site brand and programming activations, including photoshoots, promotional events, launches, and so on. - Monitor attendance, including ticketing sales and invitation RSVPs, ensuring timely and accurate reports to the Marketing & Development Manager, Programming and Venue Operations teams.
Collateral and asset creation and management	- Execute data collection strategies using established frameworks and tools, including surveys, social media engagement, on-site engagement (e.g. audience/artist interviews), and other touchpoints. - Create and place on-site collateral and assets, including signage, promotional materials, marketing collateral, and donor/sponsor recognition assets. - Monitor and maintain onsite collateral, ensuring relevant and up to date signage, fliers, and other materials are displayed and out-of-date materials removed. - Proactively identify improvements to the visitor experience onsite, working with the Venue Operations team and escalating to the Marketing & Development Manager.
Team collaboration and stakeholder engagement	- Contribute to the development and implementation of marketing strategy and operational planning, with a focus on digital communication (website, social media and EDM) development and deployment. - Contribute to a positive, culturally safe and generative team culture for the Marketing & Development team, with support and guidance from the Marketing & Development Manager. - Work with a high level of transparency and integrity, including creating a culture of open and constructive feedback. - Form positive internal stakeholder relationships, collaborating with the wider organisation to service FCA's programs and collectively achieve organisational goals. - Liaise with and maintain strong engagement with external stakeholders, for example printers, media partners, freelance photographers, etc.

Compliance and Continuous Improvement	• Contribute to continuous improvement of procedures and workflows as relevant to the role. • Ensure understanding of and adherence to FCA's policies and procedures, including Workplace Health & Safety policies and procedures, and take personal responsibility for contributing to a safe workplace. • Contribute to a culturally safe workplace through active participation and engagement in staff culture. • Escalate issues appropriately and seek support as required. • Any other tasks as reasonably required.
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Selection Criteria

Essential

- Strong social justice frameworks and alignment with our core values of Cultural Agency, Next Practice, Access & Inclusion, and Active Allyship.
- Strong computer literacy with generalist graphic design experience, and experience using relevant marketing software (e.g. Adobe Creative Suite, Canva, Wordpress, Hubspot, Humantix)
- Demonstrated ability to create compelling and high-quality content, including age- and culture-appropriate content, across digital and print media
- Excellent written communication skills, with experience creating compelling and accessible copy for diverse audiences.
- Demonstrated experience working with and managing digital communications platforms, including social media, websites, email marketing tools, to achieve organisational strategic objectives.
- Strong collaboration skills, with experience working in a small team to deliver on organisation objectives with creative, co-designed and high-quality content.

Desirable

- Experience working within the arts, cultural and community development sector
- Understanding of digital marketing analytics, SEO and audience segmentation.

Inherent requirements of the role

This role requires occasional evening and weekend work, as well as the ability to work/attend onsite for events and other key activations.

HOW TO APPLY:

- Respond to the Selection Criteria above, being sure to address all requirements. Responses may be in written, audio, or video form.
- As a guide, use the SAR structure to respond to the Selection Criteria:
 - Situation. Describe a situation in which you demonstrated the skills or qualifications of the role.
 - Action. Describe the actions you took in response to the situation that show you possess the required skills or abilities of the role.
 - Result. Share the result of your action, focusing on the things that you personally achieved.
- Attach your response to the Selection Criteria and your current CV to an email. You can attach files in .pdf, .docx, .wmv, or .jpg form.
- Email your application to applications@footscrayarts.com by the closing date.

If we can help you to submit your application, or if you need more accessible resources or ways to apply, please reach out at applications@footscrayarts.com or 03 9362 8888.

At Footscray Community Arts, we believe that ***Creativity Strengthens Community – Our Communities Strengthen Creativity.***

Our Vision

In the context of growing social division and rising levels of inequity, art and culture play a vital role in:

- community-led responses to structural barriers
- advancing social justice, and
- building agency and connections within and across communities.

Arts and creativity are catalysts for cultural, health and economic advancement for all communities.

Our Purpose

Drawing on our 50 years as a community-led creative precinct grounded in Melbourne's West, we use our strengths in community engagement, creativity, and place-making to generate social impact for marginalised communities locally, nationally and globally.

We do this through:

- A vibrant cultural hub: activating our creative precinct on the Maribyrnong River through creative presentations, value-aligned tenancies and growing visitation
- Pathways for a more equitable creative industries: facilitating meaningful career-making development programs for artists and arts workers
- Sharing our expertise: through advocacy and consultancy initiatives

Who We Centre & Prioritise

We centre and prioritise artists and arts workers who are First Nations, people of colour, people from diaspora communities, people with lived experience of Disability, d/Deaf people, and people from the LGBTIQA+ community, many of whom hold intersecting lived experiences.

Our approach is First Nations first, and led by, with and for the communities we prioritise, with genuine representation across our program, workforce, and leadership. We recognise that communities are interconnected, and our work builds on and alongside existing initiatives to strengthen these connections.

Our Creative Work

Our programs and initiatives are at the intersection of social justice and creativity. The way we work is built on models of community and cultural development practice, collaborative leadership and, always, with First Nations first.

Our program is grounded in place, enabled by our unique precinct situated on the banks of the Maribyrnong River which includes performance spaces, galleries, artist studios, and tenanted spaces.

We work in partnership with organisations across the creative industries and beyond — from artist-run initiatives to small-to-mediums to major institutions — positioning FCA as a connector within the cultural ecology and enabling collaborations that amplify impact.

Delivery Area	Description
Live Music	The new Lango Stage strengthens live music in Melbourne's western suburbs through a hybrid model of presentations, co-presentations and hires.
Exhibitions	Each year we present major visual art commissions in collaboration with our valued partners, alongside smaller-scale exploratory exhibitions that foster experimentation and showcase emerging artists. Our visual arts program activates the precinct daily, driving audiences and visitors while providing a vital platform for stories, ideas, and visual art practices that resonate with our communities.
Multi-artform	This stream encompasses participatory, interdisciplinary, and site-responsive programs that defy a single genre. It includes curated initiatives as well as responsive opportunities, inviting artists to experiment with new ways of engaging communities, emerging audiences, and place. Many of our most ground-breaking artistic practices emerge here.
Public Program	Talks, workshops, and kids programming—shaped in response to our core program—offer accessible entry points for audiences of all ages to engage with big ideas, creativity, and community.
Artist & Industry Development	Our immersive artist and industry development programs respond to the needs of artists and communities. This arm incorporates our flagship Tarnuk-ut baany program for emerging Indigenous artists, as well as bespoke one-off programs responsive to community needs.
International	With a focus on relationship-building across the Indo-Pacific, Footscray Community Arts has developed meaningful partnerships for exchanges, residencies and presentations — orientating away from dominant Euro-centric perspectives in the Australian creative industries.
Schools Program	Our Schools Program connects students and teachers with artists from our focus communities, to build the next generation of leaders, thinkers, creatives and arts audience members.
Arts Operations	Underpinning our program's success is our versatile arts precinct, sophisticated production capability, marketing skill and operational procedures.