



POSITION DESCRIPTION

Position	Digital and Community Lead
Department	Marketing, Audience and Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024 and its successors</u>
Award classification	Administration Grade 3.2
Remuneration	\$79,450 pa, plus 12% superannuation
Terms of engagement	12-month fixed term in a full time (1.0 FTE) capacity
Work location	Geelong Arts Centre, 50 Little Malop Street, Geelong Costa Hall, Deakin University Waterfront Campus, Geelong
Date reviewed	July 2025
Approved by	Chief Executive Officer & Creative Director

ABOUT GEELONG ARTS CENTRE

We are at the creative heart of Geelong, serving as a vital artery that connects creative industries with community, bridging local stories with global thinking to deliver extraordinary experiences. As a key State cultural organization - uniquely positioned as the only regional agency of our kind - we combine high-calibre productions with deep local accessibility, creating a space where community members can be on stage one night and in the audience the next.

Through our programming spanning performance, education, commercial productions and creative development, we nurture both established and emerging artists while celebrating the diverse voices of our community. Our recently completed \$140m Little Malop Street Redevelopment marks an exciting evolution in our journey, expanding our capacity to serve as a creative hub that is profoundly local yet globally relevant. From our innovative Creative Engine initiatives supporting local artists to our dynamic performance seasons and commitment to First Nations voices, we stand as a beacon for artistic excellence and cultural connection in the G21 region.

OUR PEOPLE

At Geelong Arts Centre, our team embodies four core values that drive everything we do. We are bold in our approach, embracing the freedom to challenge boundaries and think differently. Our welcoming spirit is reflected in genuine smiles that celebrate inclusiveness and our shared passion for creativity. We stay deeply connected by proactively engaging with arts and wider communities, facilitating meaningful exchange of ideas that enrich our cultural landscape.

Working as an ensemble, we value every team member's unique contribution as we strive toward our common purpose. This collaborative spirit extends to our commitment to professional development - we invest in structured learning pathways that help our people grow their skills and advance their careers. By bringing together diverse backgrounds, perspectives and experiences, we create an environment where creativity thrives and extraordinary cultural experiences come to life. Together, we're building a vibrant hub that connects global ideas with local stories and nurtures the artistic heart of our region.

See more in our [Strategic Plan](#).



POSITION DESCRIPTION

RELATIONSHIPS

Reports to	Senior Manager, Marketing, Brand & Communications
Supervises	The role does not include direct supervisory responsibilities however works collaboratively with other roles within the Centre to deliver shared goals and improvement projects.
Internal Relationships	This role works closely with the entire Marketing, Audience and Development division and collaborates across the organisation.
External Relationships	The role will be responsible for day-to-day liaison with web-developers, design agencies, content producers and key industry stakeholders.

POSITION OVERVIEW

The Marketing, Audience and Development division plays a pivotal role in the sustainability and growth of Geelong Arts Centre's programs and audiences. The team is tasked with maintaining existing and attracting new and diverse audiences and financial supporters, from within the greater Geelong region and beyond.

Reporting into the Senior Manager, Marketing, Brand and Communications, this position is responsible for leading the day-to-day performance of geelongartscentre.org.au, email marketing, leading the creation and curation of owned content and managing Geelong Arts Centre's online community across Instagram, Facebook and LinkedIn.

PRIMARY RESPONSIBILITIES

People and teams

- Be an active and supportive member of the Marketing, Audience and Development team.
- Work closely Programming team, Presenter Services team, and other internal stakeholders to ensure all departments are well briefed regarding communications and social media activity.
- Undertake other duties or projects as reasonably requested.

Website

- Lead the curation and management of content hosted on geelongartscentre.org.au and associate websites, ensuring information and content is up-to-date, accurate, optimised and on brand.
- Work closely with Geelong Arts Centre's web developers and agencies to ensure site performance is well maintained and optimised to support the customer experience.
- Regularly review and report on site performance.

POSITION DESCRIPTION

Email Communications

- Coordinate Geelong Arts Centre's email communications schedule, working with internal departments and external presenters to ensure communication is frequent, accurate and supports the customer experience.
- Draft and distribute regular email communication, implementing Geelong Arts Centre's tone-of-voice, brand elements and key information.
- Ensure that customer data is handled in accordance with the Australian Privacy Principles, and Geelong Arts Centre's Privacy Policy.
- Regularly review and report on eDM performance, providing recommendations to optimise engagement.

Social Media

- Oversee Geelong Arts Centre's social media accounts, regularly reviewing and reporting on performance.
- Manage and engage with Geelong Arts Centre's online community, ensuring Geelong Arts Centre's Online Community Guidelines are implemented and adhered to, and queries and comments are responded to in a timely manner.
- Lead the curation of the social media schedule across paid and organic content, aligning business needs with an audience first approach.
- Write copy, produce content and curate and edit multimedia assets, ensuring they're optimised for each social media platform.
- Work closely with Marketing Managers to execute strategic and effective paid Meta and LinkedIn advertising that deliver on marketing objectives.
- Ensure a consistency in tone of voice in copy and content across all platforms.
- Work with design agencies, content creators, photographers and videographers to create content that aligns with Geelong Arts Centre's Brand Framework and Marketing & Communications Strategy.

Values, Governance, Safety & Risk Management

The incumbent shall carry out their duties in accordance with legislative and governance requirements, Centre policies, procedures and practices, safety principles, code of conduct for Victorian public sector employees, and Victorian Public Sector Values.

Commitment to Health and Safety

- All staff are responsible for the reasonable care for their own health and safety and that of other people who may be affected by their conduct.
- Geelong Arts Centre is committed to providing a workplace that protects the physical and mental health, safety and wellbeing of our people, visitors and others who work for and with us. Our leadership is critical to promoting a safety culture that is inclusive, supportive, adaptive and free from harassment, discrimination and bullying and achieves positive safety outcomes for our people. Our executive and people leaders are responsible for providing and maintaining a safe and mentally healthy workplace culture where we take care of each other through supporting and providing a work environment where safety is prioritised.



POSITION DESCRIPTION

Undertake other duties or projects as reasonably requested.

SELECTION CRITERIA

Essential qualifications and experience

To be successful in this position, you will have:

- Demonstrated experience in managing an organisation's website, including experience in SEO and SEM.
- Demonstrated experience in managing and organisation or brand's email communications and social media platforms.
- Experience in reporting and presenting data on the performance of owned digital channels, utilising tools such as Google Analytics, Meta Ads Manager and Sprout Social.
- Demonstrated knowledge and experience in building and maintaining strong and respectful online communities.
- Experience in working with agencies, photographers and videographers to brief and deliver owned story-telling content.
- Demonstrated experience in running paid social media campaigns, preferably in the creative industries.
- Ability to develop strong internal and external relationships to support creativity and collaboration.
- Ability to maintain confidentiality and manage culturally sensitive materials.

Desirable qualifications and experience

- Tertiary qualification in marketing and/or communications.
- An interest in, and knowledge of, the creative industries.
- Knowledge of the Geelong and district community.
- Design skills and experience in the use of Adobe Creative Suite.
- Experience working within a government agency or the creative industries.

Special requirements

- Flexibility in working hours to support daytime, evening, and some weekend work will be required as part of the normal hours of duty for this position.
- The following checks, licences and certifications are required for this role:
 - Working with Children's Check (employee).
 - Victorian driver's licence (advising any qualifications, conditions or restrictions)

The employee must provide evidence that they hold current certifications prior to commencing employment with Geelong Arts Centre. The employee must maintain currency of these checks, licences and certifications for the duration of their employment with Geelong Arts Centre.

POSITION DESCRIPTION

CAPABILITIES

Demonstrable behaviour, skills, knowledge and abilities in the following core capabilities:

Communicating with influence	Engages and energises others through confident and persuasive communication; confidently conveys ideas and information in a clear and interesting way, understands and meets the needs of target audiences (i.e. the right information to the right people), welcomes constructive feedback and sees things from others' points of view and confirms understanding.
Service culture	A people first attitude; considers others' perspectives in making decisions and providing consistent quality advice and service; offers solutions and strategies that best serve the stakeholder's needs.
Collaboration	Proactively supports working together, shares ideas and provides constructive feedback; respects and values others; encourages camaraderie, cohesiveness and connectedness.
Consulting and advice	Interprets needs and offers pragmatic and valued advice; ensures solutions are leading practice and sustainable; supports the achievement of outcomes for stakeholders.
Creating and innovating	Explores concepts and insights, generates new ideas and innovative solutions, translates creative ideas into workplace improvements.

DISCLAIMER

It is not the intention of the position description to limit the scope or accountabilities of the position. Its purpose is to provide an outline of scope and responsibilities, at a point in time. The scope of the role may be altered from time to time in accordance with changing business requirements.

INSTRUCTIONS TO APPLICANTS

To apply for this role please use the [Careers](#) page of our website. To be considered for this opportunity, candidates must address the **Selection Criteria and Capabilities** requirements and follow the instructions on the Geelong Arts Centre website.