



POSITION DESCRIPTION

Position	Senior Manager, Brand, Marketing & Communications
Department	Marketing, Audience and Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024</u> and its successors
Award classification	Administration Grade 5.1
Remuneration	\$105,100 pa, plus 12% superannuation
Terms of engagement	Ongoing 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	February 2026
Approved by	Chief Executive Officer & Creative Director

ABOUT GEELONG ARTS CENTRE

We curate, support and present a diverse range of music, theatre, comedy and dance performances, as well as important cultural and arts practice dialogue, workshops, developments, community experiences and free public activations. Our work seeks to welcome every person in our community to engage, learn and express their creativity, making art a universal experience.

Geelong Arts Centre is the cultural heartbeat of Victoria's second-largest city. Established in 1981 as a Victorian Government statutory agency, we have evolved into Australia's largest dedicated regional performing arts complex. A landmark \$140 million redevelopment, completed in August 2023, quadrupled public space, installed world-class staging, lighting and acoustic systems, and created fully accessible foyers that link the historic Ryrie Street building with a striking new Little Malop Street façade designed in consultation with Wadawurrung Traditional Owners.

The campus now comprises four distinct performance venues supported by rehearsal studios, exhibition foyers and meeting and event spaces. Additional creative spaces include purpose-built rehearsal rooms, creative workspaces, and a range of hospitality areas including *Tutti*, our in-house café and restaurant which serves both the general public enjoying the precinct and our audiences pre-show.

Geelong Arts Centre curates a year-round season that pairs national and international touring productions with locally produced work. The Centre also commissions and co-produces work with producers from across the country. Core strands span mainstage theatre, contemporary dance, classical and popular music, children's and family programming, First Nations storytelling and multidisciplinary festivals. A large number of community events perform annually including schools and community ensembles alongside commercial promoters and touring artists.

Geelong Arts Centre is supported by a strong and growing philanthropic and corporate community who champion our work for and by the community. Community engagement and lifelong learning are embedded in our *Creative Learning* program which partners with educators from kindergarten to Year 12, offering curriculum-aligned performances, artist workshops and teacher resources. *Creative Engine*, the Centre's industry development hub,



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allocates seed funding, rehearsal space, mentoring and networking to emerging artists, sustaining a vibrant regional talent pipeline.

Access programs including Auslan-interpreted shows, relaxed performances, sensory-friendly matinees and ticket subsidies ensure that people of all ages, abilities and backgrounds feel welcome.

OUR PEOPLE

We want to make Geelong Arts Centre a place where people genuinely want to work — safe, supported, motivated, and inclusive. The Centre will invest in its workforce by building skills, capability, and organisational agility, while recognising and rewarding performance. We are committed to fostering a diverse, positive, and values-led culture that prioritises wellbeing, engagement, and development. We want to ensure a strong, capable, and inspired team drives the Centre's success.

At Geelong Arts Centre, our people embody 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](#).

RELATIONSHIPS

Reports to	Director, Marketing, Audience and Development
Supervises	The role includes supervisory responsibilities overseeing the day-to-day prioritisation and coordination of workloads within the Marketing team, with 2-3 direct reports along with two indirect reports
Internal Relationships	CEO & Creative Director, Directors, People Leaders, Managers, Centre staff.
External Relationships	Creative agencies, contractors and consultants, community stakeholders, Creative Victoria, Media agencies and media.

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POSITION OVERVIEW

The Senior Manager, Brand, Marketing & Communications leads the development and delivery of integrated brand, marketing and communications initiatives that position Geelong Arts Centre as a leading cultural destination.

Reporting to the Director, Marketing, Audience and Development, this role oversees and provides leadership across brand strategy, campaign development, communications, content, media and digital channels. The position works closely with the Programming team, venue hire clients, partnerships and development, along with executive stakeholders to ensure a cohesive and impactful approach.

The Senior Manager leads a team and external agencies to deliver high-impact campaigns that support artistic ambition, commercial outcomes and community connection, while strengthening the Centre's reputation, relevance and reach.

PRIMARY RESPONSIBILITIES

Strategic Planning

- As an active member of the Department's Senior Management Team, working with the Director to shape departmental strategy.
- Develop Marketing team strategy in partnership with the Director and stakeholders, ensuring alignment with the overall vision and long-term goals, ensuring alignment across departments.

People Leadership & external stakeholders

- Lead, mentor and develop a high-performing brand, marketing and communications team, fostering a culture of collaboration, creativity, accountability and continuous improvement.
- Be an active part of the Senior Leadership team, supporting the Director and the Executive Leadership team as required.
- Maintain cooperative and effective working relationships across the Centre and with external stakeholders.
- Develop and maintain strong networks and relationships across arts, media, education, suppliers, government and community sectors.

Brand, Creative, Marketing, Communications

- Act as brand guardian, drive Geelong Art Centre's multi brand strategy, enhancing the image and essence of our Geelong Arts Centre precinct.
- Work in close collaboration with the Director to drive highly differentiated, innovative and ambitious creative strategies that elevate the Centre's profile and impact.
- Develop, implement and evaluate integrated marketing and communications strategies and campaign plans across owned, paid and earned channels, with a

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strong focus on engagement, sales and return on investment.

- Oversight and be accountable for all owned digital channels, including the website, social media platforms and in-venue screens, ensuring content, cadence and performance are optimised to drive awareness, engagement and ticket sales.
- Lead public relations, publicity and media strategy and campaigns, including proactive storytelling, talent and program publicity, reputation management and issues and crisis communications, ensuring alignment with organisational priorities.
- Oversee and approve all sales-focused marketing collateral and campaign assets, including Centre-led productions, experience and external venue hire campaigns, ensuring clear calls to action and conversion-driven execution.
- Drive audience acquisition, retention and lifetime value through targeted segmentation, data-informed campaigns and tailored offers that grow attendance, frequency and yield.
- Drive the development and performance of Geelong Arts Centre's membership program, driving member acquisition, engagement and retention through compelling value propositions and targeted communications.
- Develop community engagement strategies to attract widespread participation and community engagement with the Centre.
- Manage the delivery of regular internal campaign reporting including the timely delivery of all Government and partnership reporting requirements.
- Provide advice and input to shape relevant audience insights strategies to support marketing campaigns.
- Manage marketing budgets and procurement, ensuring all spend complies with policy while maximising impact and ROI across campaigns and channels.
- Undertake other duties or projects as reasonably requested.

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.

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SELECTION CRITERIA

Essential qualifications and experience

To be successful in this position, you will have experience in a similar role, a passion for arts and entertainment and thrive in a high-energy, innovative environment.

Your experience will include:

- Tertiary qualification in marketing, creative services/advertising, PR, brand strategy and management, or equivalent experience in a similar organisation or role.
- Experience working at a comparable level, leading and motivating a high-performing team.
- Proven expertise in developing and delivering successful integrated marketing campaigns.
- A proven creative flair and experience in managing a creative process, directing and delivering content creation across all media and digital channels.
- Well established skills and experience in PR and Corporate Communications.
- Expertise in budget development, management and reporting capability.
- Proven ability to lead a range of projects simultaneously and to deliver agreed outcomes within a fast-paced, dynamic environment.

Desirable qualifications and experience

- An interest in, and knowledge of, arts and entertainment sector.
- Knowledge of the Geelong region.
- Design skills and experience in the use of Adobe Creative Suite.

Other 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:
 - Current and valid Working with Children's Check (employee)

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.

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CAPABILITIES

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

Navigating complexity	Proactively and quickly makes sense of complex issues; effectively responds to difficult or ambiguous situations; making clear, well-reasoned and timely decisions that have a significant impact on the organisation.
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.
Drive and commitment	Demonstrates capacity for sustained effort and hard work, takes responsibility for own actions, accepts changed priorities without undue discomfort, adaptable, remains calm and in control under pressure and enjoys a vigorous and dynamic work environment.
Collaboration	Proactively supports working together, shares ideas and provides constructive feedback; respects and values others; encourages camaraderie, cohesiveness and connectedness.
Exercising sound judgment and critical thinking	You seek out innovative solutions, work creatively and leverage resources to achieve results. We engage with risk and opportunities with a problem-solving approach. We make clear, transparent and principled decisions and commit to action in a timely manner.
Personal resilience	Maintains composure and focus under pressure; adapts to changing situations and recovers from setbacks.
Shaping strategic direction	Conceptualises and defines strategies to achieve organisational goals; understands environmental trends and integrates this knowledge into business strategies focused on value, revenue, quality, people, efficiency and investment.
Leading teams	Leads with values-in-action, integrity and emotional intelligence to support, develop, motivate, and guide the team to achieve successful outcomes, feel valued and wanting to do their best.

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.