

POSITION DESCRIPTION

Position Number:	ADL
Position Title:	Audience Development Lead
Division:	People, Place and Liveability
Classification:	Level 5 Step 1 - Level 5 Step 3
Status:	Full Time - Fixed Term (5 year contract)
Hours:	76 Hours Per Fortnight
Reports To:	Director Riddoch Arts and Cultural Centre & Cultural Development





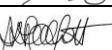
Position Objectives

The Audience Development Lead will develop and implement strategies to engage diverse audiences and build relationships through high quality communications, marketing and events. With two direct reports, this role supports the Director to build and manage philanthropic support through strategic proposals and events. This key role plans and executes communications strategies and promotions to encourage participation and retain existing audiences while also actively growing engagement with local and national audiences to promote the Riddoch's programs and identity as South Australia's flagship regional gallery.

Leadership Team Capabilities

People	Being Approachable, Building Great Teams
Activities	Safety and Wellbeing, Managing Work
Information	Effective Communication, Creativity & Innovation
Relationships	Customer & Community Focus Trust
Self	Integrity, Being accountable

Void without CEO approval:

REVIEWED: Manager		14/02/2025
REVIEWED: General Manager		14/02/2025
APPROVED: Chief Executive Officer		17/02/2025



Key Result Areas

1. Brand development, marketing and communications.
2. Audience engagement and programming.
3. Events and philanthropic engagement.
4. Policies and procedures.
5. People management and administration.
6. Teamwork and collaboration.

Key Duties & Responsibilities

1. Brand Development, Marketing and Communications

- Develop the brand and profile of the Riddoch Arts and Cultural Centre through well-researched and executed marketing and communications strategies.
- Provide cohesive and consistent messaging and branding to increase exposure and ensure the Riddoch is recognised as a place of excellence and significance.
- Work closely with the Director and Curator to identify key exhibitions and projects to raise the profile of the Riddoch and create and deliver marketing and communications strategies.
- Manage the Riddoch's social media, website, e-newsletters, print media and all marketing platforms to grow the Riddoch's audience.
- Through research and stakeholder engagement, identify and deliver promotional strategies to engage with local and national audiences positioning the Riddoch as the flagship regional gallery in South Australia.
- Develop relationships with the media and arts and culture sector to identify opportunities for promotion and partnerships.

2. Audience Engagement and Programming

- Identify opportunities for audience engagement through research, building relationships and connections to the curatorial and collection program and deliver strategies to diversify and increase audiences.
- Manage the Public Programs Officer to develop a regular schedule of public programs for a range of audiences to promote engagement with the Riddoch's exhibitions and collections.
- Build relationships nationally and locally to identify and provide professional development and networking opportunities to audiences.
- Build relationships with educators and facilitate educator engagement opportunities



in response to community needs.

- Develop systems that accurately capture audience engagement and segmentation. Collate data from events, exhibitions and programming as well as online engagement to provide accurate and detailed statistics on audience engagement and growth.

3. Events and Philanthropic Engagement

- Work closely with the Director to create bespoke events and communications to engage supporters of the Riddoch and optimise philanthropic opportunities.
- Coordinate communications for philanthropic opportunities and manage the delivery of regular events with the support of the Engagement Support Officer.
- Draft case for support documents.
- Research and identify opportunities for philanthropy.

4. Policies and Procedures

- Develop and deliver policies and procedures related to audience development activities including marketing, communications, public programs, online platforms.

5. People Management and Administration

- This position has two direct reports: Public Program Officer and Engagement Support Officer.
- Coordinate and supervise the volunteer program.
- Assist the Riddoch Director in the management of revenue and expenditure budgets and ensure that all financial and administrative elements are maintained.
- Liaise closely with and coordinate efforts of other Council business units to ensure the best possible community outcomes are achieved and Council resources are maximised in the conduct of functions and events.

6. Teamwork and Collaboration

- Consistently and actively collaborate, positively engage with change management and support effective working relationships with all Council staff.
- Consult and involve others and work collaboratively as an effective team member.
- Participate in training, development and improvement opportunities and programs.
- Work closely with the Curator and curatorial team to produce cohesive, meaningful and original programming outcomes.

7. Other Duties

- This position maybe required to perform any duties included within the position classification (and at lower classifications where necessary) as specified by the South Australian Municipal Salaried Officers Award, general officer classification criteria and which the incumbent has the necessary professional and technical skills.

8. Adhere to City of Mount Gambier General Conditions of Employment

- Undertake other related duties as required for the effective and efficient operation within the scope of this position.



- Follow defined work health and safety legislation, policies and procedures related to the work being undertaken in order to ensure own safety and that of others in the workplace.
- Follow defined information management practices, policies and procedures for all records created and received.
- Be responsible for and actively involved in identifying and managing risk in day to day activities and projects.
- Follow all defined organisational systems, policies and procedures related to the work being undertaken.
- Demonstrate and adhere to the principles of conduct and standards of behavior as defined within the Code of Conduct – Behavioural Expectations of City of Mount Gambier’s Staff Members.
- Demonstrate and uphold the organisation’s Values (Lead, Connect, Deliver) that define the standards that guide our behaviours and commitment in working to accomplish the vision and mission.
- Embrace and support the organisation’s customer service charter.



Key Competencies & Selection Criteria

Inherent Essential License/s, Clearances and Checks

- A satisfactory pre-employment medical examination.
- Current satisfactory National Police Certificate
- Current satisfactory Working with Children Check (WWCC)
- Current and valid Driver's Licence – Class C

Essential

- Relevant tertiary qualification in arts marketing, visual arts or related discipline and/or minimum of 3 years' experience with programming, engagement or communications in a gallery / museum environment.
- Interest in the visual arts sector and understanding of the creative process and the importance of individual artistic expression and engagement.
- Demonstrated experience in a leadership role within the arts and cultural sector.
- Demonstrated experience in delivering high quality marketing and communications strategies in the arts and cultural sector.
- Engagement with marketing and communication strategic trends and opportunities in the arts and cultural sector.
- Demonstrable knowledge and engagement with Australian contemporary art, art history and/or visual culture.
- Strong interpersonal skills with a proven ability to build and sustain positive relationships with team members and stakeholders, and anticipate stakeholder needs and expectations.
- Outstanding written and oral communication skills across multiple platforms and media.
- Proven ability to work collaboratively as a team member to achieve shared goals and outcomes.
- Well-developed organisational skills including ability to plan, meet deadlines and provide accurate information.
- Ability to work independently with limited supervision, manage projects within budget, prioritise workload to effectively perform all duties, and confidently resolve routine problems.
- Able to demonstrate the relationship between organisational goals and operational tasks. Identifying problems and thinking laterally.

Desirable

- Degree in marketing and/or communications or similar.
- Graphic design skills.





Occupant:

Date Appointed:

I have read and understood the key result areas, duties, and responsibilities of this position as described above.

Acknowledged by Occupant: _____ / ____ / ____
Signature *date*

