



SENIOR ADVISOR, COMMUNICATIONS

Position Description

The Pillar

The Customer Experience Pillar ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. We deliver success in our customer-focused business functions of Front of House, Ticketing, Marketing, Food & Beverage, Communications, Car Park, Retail and Guided Tours. We are the largest team in the organisation with more than 450 people.

Communications team

The Communications team is responsible for external and internal communications across the organisation, narrative and storytelling, strategic and campaign based media, brand integrity, leadership positioning, reputation and issues management, change communications, internal culture, publications as well as stakeholder engagement. Through excellent communication in multiple channels to a diversity of audiences, it builds a compelling narrative around Arts Centre Melbourne's purpose, impact and value to the people of Victoria, the creative industries, and in generating advocacy for the Reimagining Arts Centre Melbourne project, central to the Victorian Government's Melbourne Arts Precinct Transformation. The team is also responsible for internal engagement on business transformation, and bringing the mission and purpose of the organisation to life, internally through activation of the culture statement, The Role You Play, and externally through powerful and compelling storytelling.

Type	Full-time ongoing
Reports to	Associate Director, Communications
Direct Reports	TBC
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band Full Time 4.1
Key Relationships	<i>Internal:</i> All teams across Arts Centre Melbourne <i>External:</i> Peer equivalents across the sector including Arts Centre Melbourne Resident Companies, peers within Creative Victoria and Development Victoria, and organisations supporting ACM projects and initiatives such as the Arts Wellbeing Collective.
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation as part of the Reimagining Arts Centre Melbourne project)
Other	SGA Employee under the ACM Enterprise Agreement 2018 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)
Last Reviewed	April 2021

KEY CRITERIA

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity.

Your qualifications and experience

- A tertiary qualification in communications and demonstrated experience in brand storytelling, communications and engagement, culture change and business transition, preferably in the creative industries/cultural sector.

Your skills and attributes

- Proven capability and experience in creative communications outputs, brand storytelling and content creation, both written and digital for a diversity of audiences and channels.
- Outstanding writing skills, with creativity, flair and nuance – able to connect with any audience.
- Proven experience with developing and implementing communications strategies for projects and issues, whether internal or external.
- Experience in engaging communities of interest (within the organisation and externally) to build an informed cohort of advocates and supporters.
- Experience in using communications and stakeholder engagement to support internal culture change business transition, wellbeing and team connectedness.
- Experience managing and cultivating internal and external strategic relationships.
- Able to represent the organisation and act as a spokesperson as required. A high level of operating autonomy is required, and the ability to take tactical decisions within the scope of the assignment.

In the role you will

Together with your Communications team mates, you will play a shared role in:

- Ensuring Arts Centre Melbourne has a compelling narrative that speaks to its mission, purpose, values and principles.
- Contributing to a high-performing, energised, and creative team of Communications professionals, who can contribute to project or team success with speed, flexibility and passion.
- Developing and delivering compelling communications that are consistent, of outstanding quality, and that connect with a diversity of communities of interest.
- Improving and enhancing the experience of our stakeholders, fostering a culture and advocacy, collaboration and support through effective, strategic engagement and events.
- Building our brand storytelling capability, increasing awareness, understanding and sentiment.
- Activating our culture statement *The Role You Play*, cultivating an engaged and connected team.
- Delivering on our corporate and strategic business plans, and business transition driven by the Reimagining Arts Centre Melbourne (RACM) and Transforming Arts Centre Melbourne (TACM) projects.

Your key Accountabilities:

- Leverage strategic relationships across the business to develop: high-level communications; brand awareness; understanding of organisational objectives; internal and external advocacy for RACM and TACM projects; and play a leading contribution to compelling storytelling driven by the organisation's strategic plans.
- Implement communications activities aligned to major projects that impact the Arts Centre Melbourne team, including TACM, RACM and fundraising priorities, and business change projects.

- Lead the creation and curation of storytelling and digital content that will engage and motivate Arts Centre Melbourne's friends, supporters, audiences and collaborators while helping them to understand our core mission and purpose, impact and our value to the people of Victoria.
- Under the direction of the Associate Director, Communications, implement activities and actions driven from the Communications team partnering support of the People team.
- Play a leading role in building cultural alignment, brand loyalty, trust and advocacy within the Arts Centre Melbourne team through storytelling that builds a cohort of supporters and champions.
- Play a leading role in the development and implementation of internal engagement communications support and outputs, including all-team meetings, CEO communications internal engagement activity that supports awareness, understanding and culture.
- Oversee a calendar of curated self-generated content for internal audiences through existing and new channels (Team Facebook Group, Centre Stage intranet) and support Arts Centre Melbourne as an employer of choice through channels such as LinkedIn.
- Implement actions and communications driven by stakeholder engagement strategies to build a network of advocates and strategic alliances across artists, industry and civic leaders in support of organisational objectives while mitigating reputational risk.
- Undertake tactical planning that includes developing excellent relationships with a range of internal and external stakeholders to support business objectives.
- Ensure efficient systems and processes are in place to maximise every opportunity to engage with stakeholders in meaningful, relevant ways.
- Provide internal advice, guidelines and tools across the organisation to enhance overall internal communications across teams.

Decision making:

- Under the guidance and support of the Associate Director, Communications, exercise a high level of autonomy and make tactical decisions within the scope of the assignment, under pressure and in order to achieve accountabilities and strategic and tactical media coverage.
- Under broad direction of the Associate Director, Communications, contribute to the development and management of strategies to increase brand awareness, which supports external advocacy of Arts Centre Melbourne at a local, national and international level.

Systems:

- Use internal database Tessitura, internal communications channels including Team Facebook Group, Centre Stage (intranet).

Working environment/physical requirements:

- Office-based presence, or remotely as required and agreed with the Associate Director, Communications.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Undertake general office work with a strong emphasis on the use of relationship building across the organisation.
- Be required to be on site/attend events outside work hours on regular basis.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.

You demonstrate our values

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.
- **Equity** – fairness and justice.