



COMMUNICATIONS ADVISOR

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.

The role

To play an active role in supporting the Communications leadership team in developing compelling persuasive and engaging storytelling that speaks to our principles, values, mission and purpose, delivering it to diverse communities of interest to support brand awareness, advocacy and loyalty. The role also supports the planning, management and delivery of communications and stakeholder activities internally and externally.

Type	Full-time ongoing
Reports to	Senior Advisor, Communications
Direct Reports	Nil
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band 3.3
Key Relationships	<i>Internal:</i> Reimagining Project Team; Philanthropy; Strategy, Advocacy and Partnerships; Customer Engagement (Marketing, CRM and Social); Programming; Collections; Presenter Services; Leadership Team; Finance; HR Partners. <i>External:</i> Victorians, donors and supporters, Creative Victoria, customers, venue presenters, precinct organisations, industry, tourism, community, government and media contacts.
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	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	August 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 relevant tertiary qualification in communications and/or 3 years' experience in a communications, storytelling, audience engagement, internal team engagement, culture and change communications.

Your skills and attributes

- Creative ability to autonomously shape engaging, persuasive and compelling content for a multitude of channels and platforms.
- Storytelling and writing capability that connects with a diversity of audiences, supporting a narrative that builds awareness and advocacy.
- Experience in stakeholder engagement, both internal and external, to build a community of supporters.
- Understanding of the importance of successful relationship management to achieving success.
- Managing and maintaining contact data/databases.
- Coordination and delivery of projects, meetings, presentations and publications.
- Coordinating contractors and suppliers for delivery of resources and services.
- Proven experience with and understanding of current technology, operating systems and applications; and the demonstrated ability to learn and apply new technology and systems, including upgrades and changes, within a reasonable timeframe.

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:

- Support the Communications team leadership to deliver and implement strategic communications and stakeholder engagement that supports business objectives, major projects, Transforming Arts Centre Melbourne and Reimagining Arts Centre Melbourne.
- Contribute to the design, development, implementation and evaluation of strategic and tactical communications outputs that align with the organisation's purpose and mission and contribute to a powerful and compelling narrative.

- Contribute to the development and delivery of an integrated and cohesive suite of communications materials in support of internal teams including People; Philanthropy; Strategy, Advocacy and Partnerships; Equity and Inclusion; and Transformation (including publications, brochures, presentations, templates, Blog content, digital assets).
- Contribute to the Communications team leadership strategy to elevate internal communications that increase engagement and support positive team culture.
- Contribute to the end-to-end production of key corporate publications including the Annual Report, Corporate Plan, brand storytelling and others as required, with support from the Communications Coordinator.
- Ensure efficient systems and processes are in place to maximise every opportunity to engage with stakeholders in meaningful, relevant ways.
- Maximising use of systems and processes such as Tessitura to manage, track and monitor stakeholder relationship status and health to ensure sustained support for business objectives.

Decision making:

- Be under supervision of the Senior Advisor, Communications.
- Under broad direction from and with the support of the Senior Advisor, Communications, this position is required to operate autonomously and make tactical decisions to resolve issues and achieve the accountabilities.
- The role must balance often competing enquiries and immediate demands of internal and external stakeholders.
- Be required to represent Arts Centre Melbourne in supporting positive relationships with internal and external stakeholders.

Systems:

- Tessitura database.
- USI Ungerboeck.
- Microsoft Teams, One Note, Excel, Word, Powerpoint.

Working environment/physical requirements:

- 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 computers and digital technology.
- Be required to be on site/attend events outside work hours from time to time.
- 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.