

POSITION DESCRIPTION

Position title: **Audience Development Officer**

Reports to: Head of Marketing and Communications

Roles reporting to this one: Nil

ABOUT BUNDANON

Bundanon is undergoing a significant transformation, with the construction of a new art museum, education facilities and associated accommodation and café/dining to support a wide range of cultural, tourist and commercial customers. The Audience Development Officer will be an integral part of the marketing team contributing to Bundanon's vision to be a significant cultural destination nationally and internationally. Further information on Bundanon's expansion can be found at <https://www.bundanon.com.au/art-museum-build/>.

Bundanon is a unique national and international arts and education organisation situated in regional Australia. Home to a valuable \$46M art collection, bequeathed by artist Arthur Boyd, and augmented by a significant contemporary art collection, the organisation creates residential learning programs for students of all ages and operates Australia's largest artist in residence program. Our distinctive public programs bring audiences together with leading artists from all fields, scientists, and local voices. More detail on the history of Bundanon, its vision and program, can be found here: www.bundanon.com.au.

THE POSITION

As the Audience Development Officer, you will be responsible for attracting and building new audiences for Bundanon. You will be part of a small team in delivering authentic and engaging visitor experiences by developing and managing effective programs and marketing strategies, with the view to increasing and diversifying audiences and deepening their engagement.

Drawing on your passion for engaging audiences with the arts, and your proven experience as a producer or in a similar role, your key responsibilities will include initiating and delivering arts and tourism events which reflect upon Bundanon's unique place in the Australian cultural landscape. Working with the Marketing and Communications team, and alongside the Curatorial and Learning and Customer Services staff, you will develop overnight and day experience packages, and stand-alone arts events, including music and festival-style activities, and their attendant audience development strategies. You will represent Bundanon in a range of state and national forums and network in the Shoalhaven, integrating Bundanon's programs with those on offer across the region and contributing to an enriched cultural tourism offer on the South Coast.

The position is based full-time at Bundanon's properties in Illaroo, NSW and conditions are as per the Australian Government Industry Award (2016).

OVERALL RESPONSIBILITIES

1. Developing strategies and delivering programs to maximise audiences.
2. Contributing to relevant marketing and communications campaigns
3. Setting visitation targets and measuring success and quality
4. Administration, budget monitoring and reporting

KEY CHALLENGES

- Developing programs for very diverse audiences
- Developing popular programs which reflect Bundanon's high benchmarks for artistic integrity.

SELECTION CRITERIA

Essential

- Tertiary qualifications in Arts, Marketing, Education, Arts Administration, or equivalent experience.
- Experience in developing and delivering successful arts and/or visitor programs for a wide range of audiences which reflect artistic integrity and audience appeal.
- Experience in developing and delivering audience development strategies, including contributing to marketing campaigns which attract and retain new visitors.
- Experience in project management, budgeting, and reporting
- Experience in working with a diverse team of staff and volunteers and a proven ability to positively contribute within a multi-disciplinary management team.
- High level verbal and written communication skills with experience in the preparation and presentation of oral and written material for presentation to a diverse range of audiences and stakeholders.
- Excellent negotiation, interpersonal, time management and project management skills and the ability to determine priorities and manage competing demands.
- Extensive experience in the use of CRMs and databases (Ungerboeck experience highly desirable) and, Microsoft Office

Desirable

- Highly developed art-form knowledge in Visual Arts, Music or Performance
- Producing or programming experience in the arts
- Knowledge of arts funding processes and reporting obligations

The position requires:

- Flexible approach to working hours.
- Up-to-date knowledge of relevant computer software systems, particularly the Office 365 suite
- Current NSW Class C driver's licence.
- Satisfactory Working with Children clearance and National Police Check

DUTIES

1. Developing strategies and delivering programs to maximise audiences

- In dialogue with relevant staff, develop programs which address clear audience development strategies across a range of visitor segments.
- Recommend and project manage the delivery of innovative events and programs that complement the artistic programming and vision of Bundanon Trust.
- Create detailed program and event schedules capturing audience journeys, production, and venue requirements.
- Ensure all projects are delivered to the highest professional standard.
- Draft contractual agreements using company templates.
- Ensure quality video and photographic documentation of all projects.
- Manage invite lists, bookings, and ticketing.
- Work closely with operations staff to coordinate and deliver the programs in time and on budget.
- Ensure that all projects and events are compliant with OH&S, accessibility, sustainability and COVID policy and procedures.

2. Contributing to relevant marketing and communications campaigns

- Prepare required signage, marketing copy, program and other collateral as required.
- Undertake evaluation feedback and statistics
- Working with the Marketing team develop and maintain an active audience database in the CRM.

3. Administration, budget monitoring and reporting

- Maintain the annual activity schedule in consultation with senior creatives and management.
- Identify systems and processes that require improvement and make changes where necessary, including internal templates and contracts.
- Set visitation and income goals and measure success and quality
- Maximise income generating opportunities through programs and events
- Assist in the development and management of regular budget reports and manage program production budgets.
- Ensure participant and production staff fees are in line with industry standards
- Maintain and monitor funding contract obligations and files, including preparing acquittal reports financial and marketing data, and overseeing the collation and editing of reporting for all internal, stakeholder and sponsor requirements.
- With the Head of Marketing and Communications contribute to funding submissions and manage acquittals.
- Work closely with key operations staff to deliver programs within budget.
- Identify resource needs and assist in the recruitment and coordination of volunteers as required
- Liaise with various arts industry stakeholders including artistic partners, funding bodies, presenters and artists as required.

4. Other

- Undertake other relevant duties as directed, consistent with skills, competence, and training.

Under the Anti-Discrimination Act 1977 (NSW), it is unlawful for any employer, to discriminate against an employee or role applicant because of characteristics such as sex, marital status, pregnancy, race, age, religion, family responsibilities, physical and or intellectual disability, political beliefs, homosexuality, or gender identification. The Trust is committed to ensuring that our working environment is free from discrimination and harassment. Discrimination and harassment will not be tolerated under any circumstances and disciplinary action will be taken against any employee (or contractor) who breaches the policy.

To apply, please send a cover letter, a statement against the selection criteria listed above and a full CV including the names of three referees (referees will only be contacted after clearance with the applicant) to:

Atul Joshi, Manager Corporate Services

atul@bundanon.com.au

or via post to Bundanon, PO Box 3343, North Nowra, NSW 2541, Australia
by 5pm, Monday 2 August (or be postmarked 2 August if sending by post).

Enquiries should be directed to:

Beatrice Spence, Head of Marketing & Communications

beatrice@bundanon.com.au