

INSTITUTE OF MODERN ART

Marketing and Communications Lead

\$75,000–\$80,000 per annum + 10.5% superannuation

Full-time, 12-month contract, renewal options

Commencing early October 2024

About the IMA

The IMA turns fifty next year. It is one of Australia's leading independent contemporary art spaces—and its oldest. Since 1975, it has been the hub of the Brisbane's contemporary-art scene, presenting an annual program of exhibitions, public programs, publications, and offsite programs by local, national, and international artists. Through its ambitious programs—which include exhibitions, events, publications, and offsite projects—it seeks to amplify voices, ignite curiosity, and inspire change through contemporary art. It's an exciting time for the IMA. As we move into our fiftieth-anniversary celebrations, we are looking to develop our anniversary campaign, refresh our brand, reboot our website, and reimagine our future.

About You

We are looking for a communications whiz to create and deliver multiple, varied marketing campaigns across a range of media and platforms. You will work with and report to the Director, in a fast-paced work environment, to deliver the day-to-day tasks across our multiple communication channels.

Key Responsibilities

- Deliver the IMA's marketing and communications strategy.
- Create an annual marketing and communications plan, for approval by the Director.
- Deliver the IMA's marketing obligations to all partners, sponsors, government, artists, and curators according to contracts and track reporting metrics.
- Work with Director and staff to contribute to and implement the IMA audience-development strategy.
- Contribute to building and protecting the IMA brand through continuity and positioning.
- Execute all marketing activities, including campaigns, publications, in-house graphics and signage, publicity, website, direct marketing, and digital marketing.
- Produce, edit, and proof compelling copy for IMA communications (in accordance with the IMA style manual), seeking approvals from designated staff and external parties.
- Support and service media partnerships, as well as external stakeholder relations.
- Work with IMA contractors, including graphic designers and publicists.
- Design internal documents, such as fundraising material, Annual Report, and Artistic Program.

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- Monitor and accurately report budgetary income and expenditure working to agreed figures.
- Contribute monthly marketing reports.

Selection Criteria

(Essential)

- A passion for contemporary art and an engagement with the local and national art scene.
- Tertiary qualifications or professional experience in art, art history, museum and gallery studies, marketing, business, journalism, or design.
- Skills and experience in copywriting, graphic design, website management, and social media.
- Excellent time-management skills, including the ability to prioritise tasks and plan ahead.
- An ability to build strong and collaborative working relationships internally and externally, and an understanding of professional language and etiquette.

(Desirable)

- Knowledge of Adobe Creative Cloud software including Photoshop, InDesign, and Premiere Pro
- Experience editing video promotional material.
- Experience editing audio, such as podcasts and audio descriptions.

Application Process

- Applications should consist of a one-page cover letter, two-page response to the selection criteria, a CV, and contact details for three professional referees. These should be emailed as a single word document or PDF, with your name and the position title as the document's name.
- Applications should be addressed to Nicholas Alosio-Shearer, Assistant Director—Program and Operations, at recruitment@ima.org.au by **Monday 23 September 2024, 11.59pm AEST**. Shortlisting will quickly take place, and interviews will be held on **Monday 30 September 2024**. If you are unavailable on this date, please note your alternate availability in your cover letter.
- The IMA values diversity in the workplace. Aboriginal and Torres Strait Islander people, people with disability, LGBTQIA+ people, and culturally and linguistically diverse applicants are strongly encouraged to apply for this position. If you require any adjustments during the recruitment process, please contact Nicholas Aloisio-Shearer, Assistant Director—Program and Operations, at nick@ima.org.au.