

INSTITUTE OF MODERN ART

Marketing and Development Assistant

\$65,000 per annum + 12% superannuation
Full-time, 12-month contract, renewal options
Commencing April 2025

About the Institute of Modern Art

The Institute of Modern Art (IMA) celebrates its fiftieth anniversary this 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. We are looking for a Marketing and Development Assistant to support the delivery of our anniversary marketing campaign and implementation of the organisation's development strategy, under the guidance of the Assistant Director Marketing and Development.

About You

You are an enthusiastic self-starter who is energised by stakeholder engagement. With a working knowledge of the visual arts sector, you are passionate about communicating the value of the Institute of Modern Art to prospective visitors, patrons, and donors to expand the gallery's highly engaged audiences and philanthropic stakeholder groups. You will work across day-to-day marketing and communications activities and contribute to the success of the fiftieth anniversary program, including the IMA Gala, anniversary public programs, and the annual Commissioners Circle dinner. The role will require occasional work outside office hours, which will be compensated with time in lieu.

Key Responsibilities

Support the Assistant Director Marketing and Development by:

- Implementing marketing and audience-development strategies.
- Delivering tactical marketing activities, including copywriting and editing, design of graphics and signage, website management, electronic direct marketing, and social-media coordination.
- Producing, editing, and proofing compelling copy for communications in accordance with the IMA style manual, seeking approvals from designated staff and external parties.
- Servicing media partnerships and external stakeholders.
- Working with IMA contractors, including graphic designers and publicists.
- Building and protecting the IMA brand through continuity and positioning.
- Producing monthly marketing reports.
- Supporting broader organisational activities as required.

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Selection Criteria

(Essential)

- Tertiary qualifications or professional experience in art, art history, museum and gallery studies, marketing, business, journalism, or design.
- An ability to write clearly and persuasively for a range of audiences.
- Knowledge of digital marketing including website and social media management.
- Excellent time-management skills, including the ability to take initiative, prioritise tasks, and plan ahead.
- Knowledge of Adobe Creative Cloud software, particularly Photoshop and InDesign.
- A passion for contemporary art and engagement with the Meanjin/Brisbane art scene.
- An ability to build strong and collaborative working relationships internally and externally, and an understanding of professional language and etiquette.

(Desirable)

- Experience in Adobe PremierePro to edit video promotional material.

Application Process

- Applications should consist of a one-page cover letter responding to the selection criteria, a CV, and contact details for two 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 Odette Miller, Assistant Director Marketing and Development, at recruitment@ima.org.au by Friday 4 April 2025, 11.59pm AEST.
- If you are contacted for an interview, please prepare examples of your previous work to present. This could include social media content, graphic design, or written communications.
- 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, or have questions about the role please contact Odette Miller, Assistant Director Marketing and Development at odette@ima.org.au.