



UKARIA

Duty Statement

Position

Communications Manager

Part Time

0.6

Reports to:

Chief Executive Officer – Programming

General Manager, Operations – Marketing & Communications Strategy & implementation

Direct Reports

Communications and Choral Co-ordinator

Location

Office - 911/ 147 Pirie St, Adelaide

Cultural Centre (occasional): 119 Williams Road, Mt Barker Summit

Role Overview

The Communications Manager develops and implements strategies that profile UKARIA's unique position in the Australian performing arts landscape. Storytelling is at the heart of the role, connecting with new and existing audiences are key to ensure UKARIA's ongoing success.

Key Relationships

To fulfil the requirements of this role the person employed in this position must work co-operatively with:

- UKARIA team (core and casual)
- Artists
- Arts organisations, reviewers and journalists
- Marketing suppliers

Duties and Responsibilities

1. Develop and implement a comprehensive marketing and communications strategy with tailored marketing plans for program on-sales
2. Implement, monitor, and analyse digital activity through the establishment of regular reporting metrics.
3. Build events on the website and Ticketing/ CRM system and track day-to-day activity, troubleshooting as required.
4. Work collaboratively across the team to use UKARIA's Ticketing & CRM platform, Tessitura, to share new work practices that deepen team understanding and audience engagement.
5. As a core member of a small team, provide excellent customer service to patrons when answering their queries.

Other Duties

- Concert attendance as agreed with CEO for select concerts.
- Patron/donor liaison at concerts/ events.
- Artist liaison as required.
- Other duties as directed by the CEO/ General Manager, Operations from time to time.

Skills

Required

- Demonstrated experience in preparing and implementing a marketing and communications strategy
- High level interpersonal skills including outstanding written skills with relevant qualifications and/ or experience.
- Ability to communicate and engage with arts patrons and the wider community across all mediums; including photography, short films, social media and web based content.
- Excellent attention to detail, the ability to juggle competing priorities and a results-focus.
- Experience in managing a website and social media channels.
- High level of computer literacy with Microsoft Office products, Website Content Management Systems, e-marketing systems, Facebook Business Manager, Google Ad Words and analytics, Adobe Suite for editing images and footage.
- Demonstrated ability to work collaboratively with other staff in a small, agile organisation.
- Ability to develop a network of arts journalists and writers, publishers, artists and arts organisations.
- A positive attitude which is aligned with the values of the organisation.

Desirable:

- Musical knowledge with relevant qualifications and/ or experience.
- Experience with Tessitura and Wordfly.
- A passion for music, arts and culture, demonstrating an awareness of the sector both locally and nationally

Special Requirements

- Must maintain a current drivers' license

Key Performance Indicators

- The values of UKARIA are reflected in UKARIA's marketing and communications output.
- The audience experience is maximised through clear communication in all pre and post concert patron contact.
- Artists performing/recording/in-residence at UKARIA feel valued and cared for through associated profiling in UKARIA's communications.
- Positive and co-operative approach with other UKARIA staff is evident and valued.

As at 7 March 2024