

Job Title: Marketing & Philanthropy Manager – Part Time

Salary: \$34.41/ hour + super (\$68k pa pro rata)

Hours: 19 hours (2.5 x 7.6 hours) per week

Employment Conditions: 4 weeks annual leave (pro rata)

Contract: 1 year with option to renew

ABOUT VULCANA

Vulcana Circus has been an integral part of the cultural landscape in Queensland since 1995. We welcome women, trans and non-binary gendered adults, kids and teens of all genders, to our inclusive circus training, performance making projects, and community engagement programs. To support the growth of our not-for-profit organisation, we are seeking a marketing manager to join our team in a part time capacity.

DUTIES AND RESPONSIBILITIES

- Collaborate with the Artistic Director and the Creative Producer to market, promote and diversify students, participants and audiences for our core program of activities including: Ongoing term workshop program, Performance projects, our community engagement program, and our artist development program among others.
- Manage, maintain and grow Vulcana's owned channels (website, social, database, print); optimising their effectiveness as key resources for the promotion of all Vulcana activity; innovating the organisation's approach to accessibility where possible; researching and expanding new channels for promotion and to raise greater awareness of the organisation and its purpose.
- Develop collateral and content as required to support all outcomes and manage the creation and production of other organisational collateral, such as media releases, newsletters, EDMs, annual reports, etc.
- Manage, assess, review and provide analysis of communication, using data to assess the effectiveness of campaigns and promotional channels.
- Work with the Vulcana staff and Board to identify, develop and nurture partnership opportunities with arts and community organisations, philanthropic funders and government to assist securing funding support for the core activities of the organisation.
- Manage the donor database, nurture existing donors and explore new opportunities for donor growth and engagement.
- Produce, update and implement marketing and fundraising plans in collaboration with Vulcana staff that reflect the programming for the organisation; coordinate the implementation of those plans in consultation with the Vulcana staff.
- Manage Culture Counts evaluation platform, creating surveys for students and audiences to support organisational funding KPIs.

WE CAN OFFER

- The opportunity to support an organisation that respects diversity and embodies the feminist principles of equity and inclusion.
- Flexible employment conditions, such as remote work and flexible hours, as long as Vulcana schedules can be met. Occasional evening and weekend work may be required to represent the organisation at events.

ESSENTIAL CRITERIA

- Demonstrated capacity to be highly self-motivated, to establish and maintain systems and processes in an efficient and effective manner.
- Ability to work independently while working collaboratively with the Vulcana team, across a variety of projects and deadlines.
- Strong attention to detail.
- High level of oral and written communication skills.
- High levels of digital literacy including Microsoft suite, calendar management, email database management software.
- Knowledge of social media management
- Design skills - ability to do basic digital design using own preferred platform (e.g. Adobe, Canva or other).
- Significant experience in administrative tasks such as scheduling, financial and budget assistance, maintenance of customer databases and collation of data for project reports and acquittals.
- Experience with SEO and google ads
- Knowledge of not-for-profit and charity experience including fundraising

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

- Experience within, and understanding of, the local arts, cultural or creative community.
- Experiencing running fundraising campaigns and securing business sponsorships
- Ability to work flexible hours as necessary.
- Experience in web design and Wordpress.

HOW TO APPLY

To express your interest in this position, please submit your CV (no more than two A4 pages) and cover letter addressing criteria (no more than one A4 page) via our Ethical [Jobs listing](#). Applications due midnight 19th March.

For questions and technical difficulties please contact:
development@vulcana.org.au by

This role is scheduled to start April 2025. Start date is negotiable, with first week onboarding with the current Marketing Manager.