



Position Description

Date: 23 Feb 2024

Position Title: Marketing and Fundraising Manager

Reports to: CEO

Hours: Flexible

Term: 12 months with possibility of extension.

Our Vision

The Literature Centre imagines a future where all young people in Western Australia have access to Australian stories created by a thriving, valued and diverse community of artists. To achieve this vision we create and present a range of relevant and accessible creative programs, events and opportunities for young people.

Purpose of Role

Responsible for delivery of The Literature Centre's marketing and fundraising strategies including building engagement and partnerships for key programs and services and securing income from donors, trust, foundations and corporate partners to support the organisation's sustainability.

Responsibilities

1. Secure new philanthropic and corporate investment to support core programs and operations.
2. Identify new funding opportunities and manage applications.
3. Actively advocate and promote The Literature Centre's value to potential funders, sponsors and investors.
4. Act as the key liaison point for all potential funding and sponsorship partners.
5. Set up meetings and introductions with key potential funding partners and attend networking events to promote the organisation's activities.
6. Develop yearly marketing and communications plans to promote all programs and events and work with the team to distribute content across multiple platforms and publications in print and online.
7. Develop and deliver the organisation's brand, style and design to ensure quality and alignment with strategic purpose.

Targets to be achieved

The below achievements if met in the 12 month period will be rewarded with bonuses at the discretion of The Literature Centre Board:

1. Increase The Literature Centre's philanthropy/donations by at least 15%.
2. Secure at least one new sponsorship partner for core programs/operations.

Work Related Requirements

professional experience and qualifications

- relevant and contemporary knowledge of marketing and communications platforms including social media
- experience or qualification in marketing, communications or a related area
- understanding of and experience in the processes of fundraising and sponsorship for the arts and cultural, education and community sectors
- relevant funding, sponsorship and philanthropy networks and contacts

strategic management

- understanding of and support for the strategic vision of The Literature Centre
- relevant knowledge of the challenges in the not for profit, arts, philanthropic and sponsorship environment

project management

- support CEO and Board to determine a sustainable way forward
- work independently and collaboratively to develop and deliver promotional resources, funding applications, pitches and proposals to funding partners

build productive relationships

- build relationships with high level stakeholders

exemplify personal integrity and self-awareness

- support The Literature Centre's values and code of conduct and behave in an honest, professional and ethical way

communicate and influence effectively

- communicate confidently and effectively to high level stakeholders
- negotiate confidently and persuasively

Conditions of Employment

1. National Police Clearance
2. Working with Children
3. Some after hours and weekend work