



## Position Description Marketing and Development Manager

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Title of Position	Marketing and Development Manager
Hours	Part Time – to be negotiated (minimum 0.7 FTE)
Responsible to	Chief Executive Officer
Appointment	2 year contract

### OVERVIEW

Guildhouse works with artists, craftspeople and designers, government and industry, to build skills and knowledge. Together, we create opportunities for meaningful, sustainable careers in the creative sector. As the peak body for art, craft and design in South Australia, Guildhouse engages and supports artists with creative and career development programs such as residencies, mentorships, one-on-one advice, tailored business skill development, network development and exhibition opportunities.

We have an exciting opportunity for a creative, dynamic and passionate professional to join our team. The Marketing and Development Manager leads Guildhouse's efforts to enhance our profile, grow our membership base, partners and supporters. This role makes an active contribution to our reach, profile and sustainability.

We seek an experienced marketing or business development professional who is skilled in implementing creative marketing and communication strategies, building relationships and nurturing opportunities. This position forms part of the Guildhouse executive team and has one direct report, a part time Communications and Design Coordinator.

Our ideal candidate is confident in developing and implementing strategies to build audiences and increase revenue and has demonstrable experience managing a breadth of marketing communication channels to deliver meaningful outcomes. You may have experience in a fundraising or corporate partnerships role, or you can see yourself applying your skills in this way. You are excellent with people, passionate about what you do, and you gravitate towards roles that bring people together to achieve positive outcomes. A demonstrable interest in, and awareness of, the arts and cultural sector would be advantageous.

Guildhouse's small and dynamic team works across our two sites, at the Lion Arts Centre in Adelaide's creative West End and Sturt Street Office in the flourishing South West.

*Guildhouse is an equal opportunities workplace and persons who identify as Aboriginal and/or Torres Strait islander, or from other diverse cultural backgrounds, are encouraged to apply. Persons with lived experience of disability are also encouraged to apply.*

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Street Address: Lion Arts Centre,  
Cnr North Tce & Morphett St, Adelaide  
PO BOX 8067 Station Arcade SA 5000  
PH: (08) 8410 1822 [guildhouse.org.au](http://guildhouse.org.au)

Guildhouse Incorporated ABN 75 442 934 320



## BACKGROUND

Guildhouse's vision is for artists to have sustainable careers and to be recognised and valued by our community. We are a not-for-profit, incorporated association founded in South Australia in 1966. Guildhouse has over 1100 members from diverse areas of contemporary visual art practice and all career stages, in addition to arts organisations, government agencies, businesses and Guilds.

Artists are central to everything we do:

- We build careers
- We foster excellence
- We take the arts outside of the arts
- We create and nurture opportunities for our members
- We believe in a strong creative sector for all
- We believe in fair pay for artists

Our programs strive to develop artistic and professional excellence, supporting the professionalisation of artistic practice. We develop and promote opportunities that take artists out of their traditional studio practice and support them to extend their work through collaboration, research, and experimentation in new environments, to new and diverse audiences.

We partner broadly to maximise the impact the work we do.

## KEY RESPONSIBILITIES

### Marketing and Communications

- Develop and implement marketing strategies that contribute to Guildhouse's sustainability, increase membership and lead to new revenue streams for the organisation
- Enhance Guildhouse's profile locally and nationally
- Manage Guildhouse's content development, website, advertising and digital marketing with the support of the Communications and Design Coordinator
- Leverage marketing potential of Guildhouse's customer relationship management system
- Develop creative and compelling public relations strategies, building relationships with local and national media.

### Development

- Develop Guildhouse's approach to donor engagement working closely with the CEO and Board
- Establish and facilitate a program of events
- Grow financial support for Guildhouse, including corporate philanthropy and sponsorship, as well as fundraising initiatives such as the Guildhouse Annual Appeal
- Lead a coordinated communications strategy that supports donor cultivation, recognition and retention
- Work closely with the Artistic Programs team to develop sustainable funding pathways for new initiatives

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## Partnerships

- Maximise impact of partnerships through well-crafted communication strategies
- Foster new relationships to support our work and purpose, within and beyond the arts sector
- Contribute to the growth of our social enterprise, Guildhouse Professional Services

## Planning/Evaluation

- Contribute to strategic planning and lead annual operational planning for marketing and development portfolios
- Coordinate annual sector research initiatives and contribute to meaningful evaluation across the organisation
- Regularly report on key marketing and development metrics for Executive and Board

## Key internal relationships

- Provide staff leadership, including empowering and managing the Communications and Design Coordinator is a direct report to this position
- This role will work closely with the Artistic Program Manager, Operations Manager and Producer Professional Services

Some out of hours work will be required

## KEY ATTRIBUTES

- Strong interpersonal skills – you are adept at building relationships and you are a great collaborator
- A strategic thinker who can get ‘hands on’ – you like to set targets and see results
- A driven self-starter – you thrive in a dynamic and fast paced environment
- Confident and assured - you have a strong sense of purpose
- Creative focus – you are interested in the arts and stimulated by ideas, people, creativity and contemporary culture, and
- A team player, you are self-aware, inclusive, and trustworthy

## SELECTION CRITERIA

### Essential

1. Demonstrated expertise in building relationships and highly attuned stakeholder management
2. Experience in developing and delivering on marketing strategy with demonstrable outcomes
3. Demonstrated ability to influence and negotiate
4. Demonstrated experience planning and delivering effective, integrated communications projects and campaigns
5. Ability to manage complex projects and competing priorities

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6. Relevant tertiary qualifications and/or demonstrable experience in marketing, communications, business development or philanthropy

#### Highly Desirable

1. Demonstrated experience in fundraising, corporate sponsorship or grants
2. Experience in public relations or media
3. An understanding of the Australian media landscape and what makes a good story
4. Passion and commitment for the arts and cultural sector

## APPLICATION PROCESS

Your application should include a CV, covering letter (max 2 pages) addressing the criteria and a minimum of two references.

Applications close Monday 9am, 3 April 2023

Please submit applications to Laura Geraghty, Operations Manager  
[laura.geraghty@guildhouse.org.au](mailto:laura.geraghty@guildhouse.org.au)

Please direct enquiries to Sarah Feijen, Chief Executive Officer on 08 8410 1822 or  
[sarah.feijen@guildhouse.org.au](mailto:sarah.feijen@guildhouse.org.au)

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