



26 ACLAND ST, ST KILDA, VIC 3182

TUE - SUN, 11AM - 4PM

www.lindenarts.org

gallery@lindenarts.org

03 9534 0099

MARKETING AND DEVELOPMENT MANAGER

FULL-TIME (1.0 EFT)

ROLE

The Marketing and Development Manager is responsible for growing Linden New Art's audiences and its philanthropic income. The role plans and delivers marketing and communications campaigns that build brand awareness and engagement with Linden's exhibitions, public programs and other activities, while also leading donor communications, stewardship and fundraising campaigns that support Linden's income diversification goals.

The successful candidate will manage Linden's communications calendar and digital channels, including email, social media, website and paid advertising, and apply the same audience insight and storytelling to donor and patron communications, year-end appeals and recurring-giving campaigns. The role also contributes to the case for support used in grant applications and major-gift asks, ensuring marketing and fundraising activity are aligned and mutually reinforcing.

The role works across paid, owned and earned channels with the goal of growing both earned revenue (patron program) and contributed revenue (donations, grants and sponsorship), reflecting sector-wide practice of integrating audience development and philanthropic income under one function in small-to-medium arts organisations.

HOURS

This is a full-time position (1.0 EFT). The usual days of work are Monday to Friday, 9am–5pm, though some flexibility regarding days and hours may be possible.

Some occasional out-of-hours work will be required — for example, attendance at Linden's exhibition openings and other special events held on weekends or in the evening. Time off in lieu will be arranged to compensate for any agreed out-of-hours work.

This appointment carries a six-month probationary period.

LOCATION

The position is principally based at Linden New Art, 26 Acland Street in St Kilda. Occasionally, the position may be required to travel to other locations as part of its employment responsibilities. All other locations will come under the auspices of Linden for the purposes of this role.

REPORTS /ACCOUNTABLE TO

The position reports to the Director.

PERSONNEL SUPERVISED

Design Officer

KEY RESPONSIBILITIES AND DUTIES

Planning and Strategic Development

- Contribute to the development, implementation and monitoring of Linden's marketing, communications and fundraising plans, budgets and key performance indicators.
- Work with the Director to continue to assess, shape and implement Linden's fundraising plan and audience-growth priorities, ensuring the two are aligned.
- Actively participate in relevant industry networks and activities.

Marketing and Communications

- Manage Linden's communications calendar across email, social media, website and other channels, and write and prepare content for the monthly e-newsletter and other EDM communications.
- Plan, run and optimise paid digital campaigns across Google Ads, Meta and LinkedIn to support exhibitions, public programs and fundraising initiatives, managing the advertising budget to ensure a cost-effective outcome.
- Oversee email segmentation, automation and performance reporting, and use analytics tools to track key performance indicators and report on campaign effectiveness for KPI, exhibition and Board reporting.
- Working with Linden's Designer, oversee the website and donation page, the advertising, promotional collateral and on-site signage to ensure brand consistency across all touchpoints.
- Liaise with Linden's public relations company and maintain a media database (outlets, journalists, arts bloggers and critics) to maximise media exposure for exhibitions and events, and archive media coverage.

Fundraising and Development

- Lead, or directly partner with the Director on, year-end appeals and recurring-giving campaigns, and organise fundraising events to drive donor engagement.
- Lead donor and patron communications and stewardship, building relationships with Linden's existing donor base and developing and delivering tailored stewardship plans, including appropriate acknowledgement of sponsor and donor support.
- Identify, secure and grow new funding and revenue streams, and help build the case for support used in grant applications, proposals and major-gift asks to individuals, trusts, foundations and sponsors.
- Maintain and grow Linden's donor database, ensuring donors are thanked and fundraising material is kept up to date.
- Support the Linden Patron Program, working with the Board's Growth & Development Committee, the Director and Ambassadors to identify prospective members, promote events and keep program data up to date.
- Prepare reports on marketing and fundraising achievements for the Director to present to the Board, and contribute communications content to Linden's annual report.
- Manage donor and audience data in line with the Australian Privacy Principles and the Fundraising Institute Australia (FIA) Code of Conduct, including donor consent for public acknowledgement and appropriate handling of personal information.

Other Responsibilities

- Demonstrate the vision, values, principles and practices of Linden New Art, and promote a productive, creative and inclusive gallery environment.
- Work effectively with Linden's team to keep them up to date with marketing and fundraising activities, and ensure support collateral (web content, newsletters, invitations) is delivered in a timely manner.
- Communicate effectively with Linden's key stakeholders regarding its programs and initiatives, and provide timely support with membership management and communication as directed.
- Organise and deliver training for staff on Linden's e-commerce and CRM systems as required.
- Such other related duties as directed by the Director.

KEY SELECTION CRITERIA

- Tertiary qualifications in marketing, communications, fundraising or a related field, with relevant and demonstrated experience in the arts or not-for-profit sector.
- Demonstrated experience managing website content and conversion, ideally including donation or e-commerce pages.
- Experience with email marketing and CRM or donor database platforms, including audience segmentation, automation and performance reporting.
- Proven experience in fundraising or development, including donor stewardship, appeals or campaign delivery, and grant or proposal writing, with a sound understanding of the Australian arts and cultural funding landscape (e.g. Creative Australia, Creative Victoria, philanthropic trusts and foundations).
- Working knowledge of ethical fundraising practice and donor data handling in line with the Australian Privacy Principles and the Fundraising Institute Australia (FIA) Code of Conduct.
- High-level written and verbal communication skills, with the ability to adapt tone and content across audience-facing and donor-facing communications.
- Demonstrated ability to manage multiple concurrent campaigns and priorities, with strong attention to detail, budget management and follow-through.
- Proven ability to build and maintain effective relationships with a wide range of internal and external stakeholders, including donors, patrons, media and suppliers.
- A flexible approach to work practices, including capacity for off-site meetings, after-hours and occasional weekend event attendance.
- Proven ability to work effectively both independently and as part of a small, collaborative team.

OTHER RELEVANT INFORMATION

The successful applicant must hold a current Working with Children Certificate.

This appointment carries a six-month probationary period.