



ARTRAVE

BRAND & MARKETING MANAGER

Position Description

POSITION TITLE: Brand & Marketing Manager

DEPARTMENT: Marketing

TERM: Permanent

REPORTS TO: Head of Artist & Audience Services

WORKS CLOSELY WITH: Programming and Development Teams

DIRECT REPORTS: Campaign & Media Lead, Digital & Communications Lead, Design Roles

ARTRAGE INC

ARTRAGE is a not-for-profit registered charity and one of the oldest arts organisations in Western Australia. Born in 1983, ARTRAGE is well known for delivering entertainment unlike anything else on offer in WA, including most recently FRINGE WORLD Festival, Rooftop Movies and RE//Perth.

OUR PURPOSE – to bring artists and audiences together to share in extraordinary experiences

OUR VISION – the arts are embraced as an integral cultural driver

OUR MISSION – to create spaces where creativity thrives and where artists and audiences connect

OUR VALUES

- collaborative - we are warm, inclusive, and welcoming, inviting everyone to be part of the ARTRAGE experience
 - inquisitive – we ask questions, we listen and we're unafraid to explore new ideas
 - original – we are daring and imaginative, reflecting the innovative spirit of our events
 - enduring - we are committed to creating lasting cultural impact that resonates with our community over time
 - global citizens – we celebrate our connection to artists and audiences around the world, and our contribution to the planet
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ROLE OVERVIEW

The Brand & Marketing Manager is responsible for leading the strategic development, delivery, and performance of ARTRAGE's brand and marketing activity across its portfolio of events and initiatives. This role drives a cohesive and compelling brand presence, ensuring all campaigns and communications effectively engage diverse audiences, maximise revenue, and align with the organisation's purpose and strategic objectives.

The Brand & Marketing Manager oversees marketing campaigns, brand governance, media and PR strategy, and audience growth initiatives. The role demands a balance of marketing strategic development, stakeholder engagement, budget oversight, team management, and creative design and execution.

As a key representative of ARTRAGE, the Brand & Marketing Manager fosters strong stakeholder relationships, including media, sponsors, and partners, while contributing to the organisation's reputation as a leader in arts and cultural experiences.

ROLE DUTIES

Brand Strategy & Management

- Lead the development and implementation of the ARTRAGE, Rooftop Movies and FRINGE WORLD Festival's brand strategy.
- Provide directions to the Design team members on ensuring brand consistency and alignment across all touchpoints.
- Provide support for crisis communications plans, proactively identifying, monitoring and responding to potential PR issues supporting the organisation in managing reputational risks in collaboration with PR agencies and the Executive Team.
- As required, support members of Executive or Programming by creating briefs / scripts for Media interviews.

Marketing Campaign Strategy

- Lead the strategic development of marketing campaigns for all ARTRAGE events, ensuring alignment with the organisation's strategic plan and audience development goals.
- Provide high-level campaign overviews in a timely manner to the Head of Artist & Audience Services and the CEO & Creative Director.
- Oversee campaign timelines, budgets, and performance.
- Identify strategies for audience retention, new audience engagement and audience diversification.
- Act as a strategic advisor to the Executive leadership on audience trends and market positioning.
- Monitor, evaluate and report on marketing campaign performance, maintaining a deep level of customer insight and behavioural patterns to ensure campaigns are developed to generate a high ROI and deliver successful campaign outcomes.
- Lead all ARTRAGE PR engagements with the organisations PR agencies.
- Oversee the creation of engaging media releases, collaborating closely with the programming department to showcase the variety of events on offer.

Budget & Financial Management

- Oversee the marketing budget identifying opportunities to maximize return on investment. Monitor and track expenditure.
- Negotiate media spend deals that deliver strong value and high return on investment.

Compliance & Regulatory Responsibilities

- Ensure all marketing activities comply with relevant Australian legislation including but not limited to Privacy Act, Spam Act and Australian Consumer Law.
- Maintain an understanding of relevant advertising standards, including guidelines from Ad Standards (AANA Codes), ensuring all requirements are met.
- Collaborate with the Business & Office Manager to implement internal processes and training to ensure team-wide understanding of compliance obligations across campaigns and communications.
- Work closely with the IT & Systems Manager and Business & Office Manager, on Data Breach procedures and incident communications plans.
- Oversee the Marketing department's compliance with its responsibilities under ARTRAGE **Sustainability Action Plan** and **Access & Inclusion Plan**.

Digital Products

- Collaborate with relevant ARTRAGE team members and external suppliers to optimise digital sales platforms, driving ticket sales, audience engagement, user experience, and donations, while ensuring strong marketing performance outcomes.
- Work closely with the Digital Products Team to provide input into the ongoing development and optimisation of marketing systems.

Stakeholder Engagement & Media

- In consultation with the Partnerships Manager, support the on media partners and supplier contract negotiations.
- Oversee media planning, buying, and reporting ensuring campaign effectiveness.
- Oversee the roll out of all media partnerships deliverables. Monitor and track-in-kind sponsorship value.
- Collaborate closely with the Development department on proposal developments for new sponsorships.
- Support the Development team, with post event reports, contributing marketing insights and data.
- Where required, represent ARTRAGE publicly and professionally at industry events, forums, and partnership engagements.

Team Collaboration and Management

- Support direct reports, setting clear performance expectations, conduct regular check-ins and provide constructive feedback.
- Working with the HR Manager, oversee the recruitment, onboarding, inducting and training of direct reports.
- Ensure compliance with organisation policies of direct reports and manage any performance issues, following correct HR procedures.
- Conduct team meetings to align on priorities, resolve blockers, and share updates.
- Support the team members to create and maintain training materials to ensure institutional knowledge is documented.
- Foster the development of positive and communicative working relationships within the team and across departments.
- Embrace and champion ARTRAGE Values in all areas of work.

Other Duties

- Undertake any other duties assigned by the ARTRAGE Executive Team, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role.

LOCATION

This role will operate from the ARTRAGE HQ Office, 616 Hay Street Mall, Perth, WA, 6000.

ACCESS

At ARTRAGE we support and celebrate diversity. ARTRAGE is proud to be an equal opportunity employer and reviews all job applications free of any bias and provides an inclusive work environment regardless of a person's sex, gender history, sexual orientation, age, race, religious or political beliefs, marital, pregnancy or family status.

BENEFITS

- A rare opportunity to work on some of WA's most iconic and creative public events, contributing to the vibrancy of the Arts in the State.
- ARTRAGE social events, Pass Holder benefits to events and hospitality offerings.
- Flexible Work Culture including; Work From Home (One day per week), flexible start and finish hours between 8am – 6pm.*
- Access to our Employee Assistance Program and Wellbeing Programs (EAP).

*subject to policies.

Skills & Experience

Strategic Marketing & Brand Leadership

- Proven experience delivering integrated marketing and brand strategies across multi-channel campaigns
- Strong understanding of brand governance and consistent execution across platforms

Campaign Management & Performance

- Experience leading end-to-end campaigns, including planning, budgeting, delivery, and evaluation
- Strong analytical skills with the ability to use data and insights to drive ROI and performance

Audience Development

- Experience developing strategies for audience acquisition, retention, and diversification
- Understanding of audience behaviour, segmentation, and customer journeys
- Strong understanding of digital channels, platforms, and marketing technologies

Media, PR & Communications

- Experience managing PR strategy and media relationships
- Strong communication and storytelling skills, including media releases and campaign messaging

Stakeholder & Partnership Management

- Proven ability to build relationships with internal teams, media partners, and sponsors
- Strong skills and experience in negotiating media and supplier agreements

Leadership & Team Management

- Experience leading and developing marketing and creative teams
- Strong collaboration and stakeholder management skills

Financial & Compliance

- Experience managing budgets and delivering value-driven outcomes

- Understanding of relevant marketing legislation and compliance requirements

Essential

- Passion for arts and culture
- Based in Perth and ability to be flexible during peak event delivery periods in January – February.

Desirable

- Experience in arts, festivals, events, or not-for-profit sectors

APPLICATION PROCESS

Please read the material carefully and email your application prior to the closing date with the following inclusions:

- A cover letter (max 2 pages) that addresses the Skills and Experience required for the role; and
- A current resume with contact details of two professional referees.

Applications are to be emailed to the following contact referencing the stated subject below:

TO: Alexis Sideris, HR Manager, alexis.sideris@artrage.com.au

SUBJECT: Brand & Marketing Manager

APPLICATIONS CLOSE: 27 April 2026 at 11:59pm

Applications received after the closing date will not be accepted. Applications can only be sent via email as a PDF (preferred) or Word doc with files not exceeding 2MB. Please do not attach ZIP or password protected files.

If you are unable to submit an application online or if you have any questions or queries regarding the application process or position, please email us at hello@artrage.com.au or call us on (08) 9227 6288. ARTRAGE supports and celebrate diversity. ARTRAGE is proud to be an equal opportunity employer. Persons of all backgrounds and beliefs are encouraged to apply.

By submitting an application for this position, you acknowledge and accept our Privacy Policy, which is available to view on our website.