

Sales and Marketing Officer - *lowercase*

APPLICATION PACKAGE

A bit about Human Ventures (www.human.org.au)

Human Ventures (Human) utilises arts, community engagement, design and entrepreneurial practices to:

- address specific social, cultural and economic challenges faced by diverse, and often marginalised, communities; and,
- enable businesses and organisations to do good, better.

Our Principles

1. We value the voices of diverse and often marginalised communities and encourage their active participation in cultural production, planning, development and decision-making;
2. We harness the power of creativity and entrepreneurship as agents of community change and to redress disadvantage;
3. We develop and provide products and services for organisations who seek to do good, better; and,
4. We actively seek to enhance the social, economic, cultural and environmental benefits of our practices, programs, and services.

A bit about *lowercase*...

lowercase is an initiative of Human, and is a young people centred creative enterprise that will:

- Provide peer research & consultancy services;
- Develop communication mechanisms for reaching young people and audiences / markets in innovative ways;
- Develop the skills of young people interested in digital media, animation, film, vision mixing, and sound;
- Create opportunities for young people to develop and showcase their creativity in digital form and collaborate in the development of site specific arts and cultural events and projects;
- Offer career development opportunities for young visualists, sound designers, animators, film-makers, photographers, writers, and journalists; and,
- Seek to develop a sustainable revenue model through creative and social enterprise.

A bit about the role of Sales and Marketing Officer - *lowercase*

Reporting directly to the *lowercase* Coordinator and Human Ventures Creative Director, the SMO will play an integral role in the development of this initiative. The SMO is responsible for generating sales and marketing the initiative to a diverse array of clients. They will identify and engage new clients across the corporate, government and community sectors, and re-engage current and past clients. Working in collaboration with the *lowercase* Coordinator; Creative Director; and the General Manager, the SMO will develop and implement the Sales and Marketing Strategy.

Working with the *lowercase* Coordinator; Creative Director; and the General Manager, the Sales and Marketing Officer will also establish, nurture and grow external and internal relationships and communications with clients.

Ultimately, the success of the role will be measured by the profitability and sustainability of the *lowercase* initiative. As this is a new position, the SMO will have the opportunity to make the role their own and flourish within the organisation.

Specific Duties

The Sales and Marketing Officer encompasses the following responsibilities:

- Generate leads and sales for the products and services offered by *lowercase*
- In consultation with the Creative Director and General Manager, assist the implementation and delivery of key marketing, brand and client strategies that relate to the mission statement and goals of *lowercase*
- Implement, as required, marketing and publicity campaigns
- Promote *lowercase* products and solutions to target markets

- Develop marketing solution briefs in collaboration with the lowercase Co-ordinator
- In collaboration with the lowercase Co-ordinator, assist in the distribution and promotion of marketing and communications tools and collateral for the Company
- Provide marketing training and support to young producers as required
- In collaboration with the lowercase Co-ordinator, liaise with clients and partners to develop and maintain long term relationships
- Compile reports as directed
- Assist where required in the marketing and promotion of Human Ventures
- Other tasks as discussed, agreed and delegated by management

Key Performance Indicators:

The Sales and Marketing Officer will work to the following Key Performance Indicators:

- 10 existing clients contacted per month
- 20 new/prospective clients contacted per month
- 6 client meeting/proposal presentations completed per month
- 2 new clients acquired per month
- Sales generated as a result of the activities of the Sales & Marketing Officer being a minimum of:
 - Quarter 1 \$5,000
 - Quarter 2 \$10,000
 - Quarter 3 \$15,000
 - Quarter 4 \$20,000

Key Performance Indicators, Base Salary and Bonus Payment will be reviewed and reset annually in line with forecast product sales and revenue for lowercase

Organisational Structure and Reporting

This position shall report directly to: the

- *lowercase* Coordinator and;
- Human Creative Director
- Human General Manager (as required)

Salary Level and Conditions

In accordance with the Human EBA the position will:

- Permanent part time, 3 days per week
- Be appointed at Staff Level 3.03 (\$40,800 per annum pro rated for 3 days per week permanent part time)
- Entitled to a bonus of \$1,800 per quarter conditional on all the Key Performance Indicators set out in this job description being met or exceeded.
- have a probationary period of 3 months
- receive Superannuation to a nominated fund of 9% in addition to ordinary time earnings
- be eligible for Salary Packaging and Incentives to supplement the starting wage

Selection Criteria

The requirements of this position are as follows:

Essential

- Demonstrated experience or qualifications in the field of Sales and Marketing.
- Demonstrated experience or knowledge in implementing a Sales and Marketing Strategy and other related documents.
- High level planning and problem solving skills, and the ability to work to and manage multiple and competing deadlines and priorities.
- Collaborative working style, with an ability to work with people from diverse backgrounds and in a hands-on capacity.
- High level communication (written and verbal) skills
- Ability to fulfil reporting requirements relating to associated KPIs
- A CCYP *Working with Children* Blue Card (or the capacity to successfully obtain a *Working With Children* Blue Card)
- Commitment to the principles and values of Human Ventures, and developing best practice enterprises that deliver social, cultural and environmental benefits.

Desirable

- 26 years of age or under.
- Experience/in in the Arts and Cultural sector
- Experience with or knowledge of NFP organisations and arts marketing

Applications must include

- Written response to selection criteria
- Curriculum Vitae
- Three referees (including contact details)

Submitting an application

Applications can be submitted either via:

Email

humans@human.org.au

Post

[Marked: Private & Confidential]

Att: Andrew Gibbs, Creative Director

Human Ventures

GPO Box 133

Brisbane QLD 4001

In-person

[Marked: Private & Confidential]

Att: Andrew Gibbs, Creative Director

Human Ventures

Level 2, 166 Ann Street

166 Ann Street

Brisbane

Applications close: Wednesday 22nd December, 2010