

POSITION DESCRIPTION

Position Title: Marketing & Engagement Manager

Position type: 2 years (0.8 or 1.0 FTE / 4 days OR 5 days a week)

Salary range: \$77,671.36 - \$81,554.93 (+12% superannuation)

Hours: 38 hours per week or 7.6 per day, with an open spread of hours across 7 days, with at least 2 days off per week.

Gallery opening hours: 4A's galleries are open from Wednesdays to Sundays, 11am - 5pm. There are occasional late night public programs and events.

ABOUT 4A

4A Centre for Contemporary Asian Art (4A) is an independent not-for-profit organisation based in Sydney, Australia. 4A fosters excellence and innovation in contemporary culture through the commissioning, presentation, documentation and research of contemporary art. Our program is presented throughout Australia and Asia, where we ensure that contemporary art plays a central role in understanding and developing the dynamic relationship between Australia and the wider Asian region.

4A's activities facilitate cultural dialogue between Australia and Asia in the belief that Asian cultural thinking significantly shapes the world today and will have an important impact on the future.

In Australia we showcase stories, present a multiplicity of perspectives, and explore contemporary concerns and ideas that influence how we, as a nation, engage with Asia. We have a particular focus on art that addresses Asian-Australian experiences and the contributions that diverse Asian migration has made and continues to make in shaping Australia. 4A's focus in Asia is to promote the breadth of Australian artistic talent, seeking to build an image of Australia that is open, progressive and fundamentally connected with our Asian neighbours.

4A has been a leader in Asian contemporary art in Australia since 1996. In the decades since, we have established a highly respected reputation among artists and audiences, and within an expanding network of international art institution peers. Our long history and ongoing work across Asia is recognised as having raised awareness of Asian-Australian art and culture and we continue to celebrate Australia's diverse cultural heritage and growing links throughout the wider Asian region.

In 2026, 4A will celebrate its 30th anniversary with a year full of exciting programs.

ROLE OVERVIEW

Reporting to the Deputy Director, this position will manage all aspects of 4A's marketing, communication, engagement, and audience development strategy and activities – based on the organisation's [2024-2028 Strategic Plan #NUWOLDS](#).

CANDIDATE PROFILE

The Marketing and Engagement Manager plays a key role in the management, production and delivery of 4A's engagement and communications. They will be responsible for the custodianship of the organisation's external-facing brand and profile through creative and effective messaging that reaches audiences across the board. The role is a vital link between 4A's artistic program, the communities we engage with, our patrons and supporters as well as future audiences.

They will be the go to person for any external communications about 4A and will support the executive team when it comes to public facing messaging and exercises, as well as a custodian of the 4A brand, style and visual guide.

The ideal candidate will have excellent written, verbal and visual communication skills, with experience in the design and content production of effective digital marketing and be social media savvy. They will be a team player, with highly developed planning and administrative skills to ensure the smooth delivery of 4A's strategies and project plans to grow our profile, reach and audiences.

They will be able to work with colleagues and partners to leverage 4A's mission to grow audiences and engagement in Asian Australian contemporary art. An understanding of the vital role 4A plays within a local, national and international context and how its programs inspire conversation and debate about Australia's relationship with Asia is paramount.

While knowledge and experience in Asian and Asian Australian contemporary arts is desirable, there will be support and advice from the 4A team to get familiar with the sector, the community, 4A's programs and internal culture, particularly in the first three months of the role.

SELECTION CRITERIA

The ideal candidate will demonstrate ability and/or expertise in the following areas:

1. **Content planning and delivery** – As a competent marketer, the candidate will have relevant skills and experience in developing digital content production, design, marketing campaigns, planning and project coordination. Knowledge of Adobe Creative Suite, Canva, Google Analytics, MailChimp, TryBooking.com, web content management systems, and social media content (Meta – Facebook, Instagram; LinkedIn, TikTok, Red Note) production is essential.
2. **Customer service and communications** – The candidate will have excellent customer service skills and the demonstrated ability to communicate effectively across visual media, email, phone, face-to-face and online modes, with a commitment to accessibility and inclusivity.
3. **Engagement with contemporary art** – The candidate will be an engaged member of the Australian contemporary art community and/or have a demonstrated knowledge of the key national and global conversations and debates surrounding contemporary art.

4. **Teamwork and collaboration** – The candidate will have the demonstrated ability to be proactive in a small team environment, work independently and collaborate effectively with colleagues and external stakeholders to achieve organisational and project goals and objectives.
5. **Desirable selection criteria** – Current Working with Children Check, First Aid Certificate, Responsible Service of Alcohol, and NSW Driver's Licence. Proficiency (at any level) of language/s, particularly Asian languages, is desirable. Knowledge of and familiarity with discourses in contemporary Asian art are desirable.

WORKING RELATIONSHIPS

Position	Marketing and Engagement Manager
Reporting to	Deputy Director
Key external relationships	<ul style="list-style-type: none"> • External marketing contractors (photographers, videographers, publicists, web developers) • External publishing contractors (writers, editors, graphic designers)

ROLE RESPONSIBILITIES

Marketing and Communication Strategy	<ul style="list-style-type: none"> • Design and implement a coherent, effective and social media savvy marketing campaign for the organisation, based 4A's brand and on the 2024-28 Strategic Plan #NUWORLDS. • Enable production of content for 4A's web and social media channels, projects and funding proposals • Design or direct the design marketing collateral and assets, including advertising, gifs, social media tiles, email signatures, signage, roomsheets, wall labels and vinyls, brochures and simple publications • Coordinate social media and web scheduling and analytics • Preparation of campaign reports and marketing reports • Website maintenance, including coordinating across the team to gather content for the website • Copywriting for e-newsletters, publications, reports, exhibition didactics, web and social media, including supporting the Artistic team in the editing and proofreading process • Maintain the 4A Style Guide • Coordinate the distribution of 4A's monthly e-newsletter, including collating content across the team
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	<ul style="list-style-type: none"> • Prepare and strategise any media release and media kit dissemination • Maintain and research stakeholder contacts and lists for media and partnerships • Image sourcing and crediting, including writing, alt text, metadata, captioning and image descriptions • Multimedia content generation (podcasts, sizzle reels, videos), including recording, editing, captioning and transcriptions • Assist with event production as required.
Audience Engagement and Development	<ul style="list-style-type: none"> • Devise strategy on development and implementation of audience and community engagement to provide positive visitation experiences for both new and returning visitors • Contribute to the development and design of 4A's public programs and annual artistic program. • Working with an access consultant to create more inclusive, accessible equitable programs for 4A audiences, for example, developing audio tours of exhibitions, legible wall text and using Easy English language.
Fundraising and Development	<ul style="list-style-type: none"> • Support grant application research and writing, and acquittal reports to funding bodies and foundations • Support the development of partnership proposals that facilitate the delivery of 4A's exhibitions and public programs. • Support the development and implementation of fundraising campaigns.
Wider Organisational Strategy	<ul style="list-style-type: none"> • Contribute to the development and review 4A's Strategic Plan and associated program plans • Produce the design of the Annual Report using pre-existing template on Canva / Adobe InDesign • Produce the design of a Media Report using pre-existing template on Canva / Adobe InDesign
Operations and Compliance	<ul style="list-style-type: none"> • Support operational tasks as delegated by the Artistic Director/CEO, Deputy Director and Venue Operations Manager, including supporting front-of-house tasks, preparation of public program and events and ad hoc tasks. • Ensure that sustainable practices and procedures are implemented within the marketing and development program and activities • Adhere to 4A's policies and procedures in day-to-day tasks • Ensure that occupational health and safety standards are maintained in 4A's programs and operations • Develop risk management plans and matrices as required for the marketing and development program.

Teamwork	<ul style="list-style-type: none"> • Support mentorship of team members, contractors, interns and volunteers • Actively contribute to a collaborative and collegiate workplace culture.
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HOW TO APPLY

Applications close Monday 04 August 2025, 5pm (AEDT). Late applications will not be accepted.

Interviews will take place in the week beginning 11 August 2025, with expectations of commencement on 01 September 2025.

To enquire about the role, please email 4A's Deputy Director, Grey Yeoh, at grey.yeoh@4a.com.au.

Your application should be a single PDF compilation file sent to Grey Yeoh, that includes:

- Cover letter, outlining your interest in and suitability for the role
- Current CV no more than three (3) pages, including two (2) referees and their contact details
- Response to the selection criteria, up to two (2) pages in length
- Links or PDF of writing/content/social media screenshot/press release samples - not more than three (3) pages long.

Alternative format submission

4A accepts alternative format application submissions, including video and audio submissions. Please contact Grey Yeoh above, if you require alternative submission arrangements.

4A welcomes and encourages applications from people with disability, the LGBTIQ+ communities, from Aboriginal and/or Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds, particularly the Asian diaspora, for this role.