

Marketing Coordinator

Position Description

Reports to	Head of Design and Communications
Term	This is a permanent part-time position (3 days a week)
Start date	ASAP
Salary	Pro rata of \$65–72,000 per annum, plus super

About Heide

Heide Museum of Modern Art (Heide) is a public art museum and sculpture park located in Bulleen, Victoria. Heide offers an inspiring, educational and thought-provoking experience of modern and contemporary art, architecture, social history and gardens.

Heide presents 10 to 14 temporary exhibitions per year across five exhibition galleries with associated publications, public and education programs. The exhibition program represents both modern and contemporary art, drawn from the Heide Collections and external sources, and while the focus is on Australian art, it also includes some international projects.

The Heide Collections encompass both the art collection and archives. The art collection comprises more than 3,500 works in all media, and includes a significant representation of Australian modernism from the 1930s to the 1960s. It offers perspectives on modern and contemporary art practice as well as Heide's history. The archives include significant holdings of artists' papers, and documents relating to the professional activities of Heide founders John and Sunday Reed.

Heide is an equal opportunity employer, committed to building a diverse and inclusive workplace that is respectful and supports creativity and innovation. We encourage applications from First Nations people, people of culturally diverse backgrounds, people with disabilities, and people from the LGBTIQA+ community, and provide a working environment that prioritises Cultural Safety. If you need assistance with this application due to a disability, please contact us at employment@heide.com.au or 03 9850 1500.

This vacancy is a rare opportunity to join a group of outstanding professionals dedicated to ensuring Heide flourishes.

About this Position Description

This position description is intended to provide an overall view of the role and may change from time to time to fulfil new business objectives and strategies as they arise.

Application Instructions

Applications should include a cover letter, curriculum vitae and a statement addressing the Key Selection Criteria (no longer than 2 pages total) and be submitted by **9am on Monday 27 April 2026** to: employment@heide.com.au

Please state '**Marketing Coordinator**' in the subject line.

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Primary focus of the position

The Marketing Coordinator at Heide Museum of Modern Art will play a crucial role in driving the institution's marketing efforts and enhancing the visibility of the brand and its activities. This part-time position, spanning three days per week, requires a dynamic individual with a passion for the arts, a strategic mindset, and proficiency in digital marketing channels. You will work across paid, owned and earned media channels with the aim of increasing brand awareness, growing audiences and generating revenue through ticket sales, program bookings, memberships and donations.

Duties

Reporting to the Head of Design and Marketing and in accordance with the organisation's strategic plan, this role will encompass the following key responsibilities:

Marketing Implementation

- Oversee and manage the implementation of the marketing strategy in collaboration with the Marketing team, with a focus on digital touchpoints.
- Create engaging and compelling narrative content for various marketing channels, including social media, website, and email marketing (EDM) content as well as other promotional channels as required, ensuring alignment with Heide's brand and mission.
- Manage day-to-day social media activity, ensuring appropriate levels of audience engagement.
- Write and/or edit and proof copy for all Heide communications as required.

Strategic Planning

- Contribute to the development of comprehensive marketing strategies, aligning with organisational goals and exhibition schedules.
- Work collaboratively with the Marketing team as well as internal and external stakeholders to develop and integrate unique marketing initiatives into broader organisational planning.

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Relationship Management

- Build and nurture relationships with key media partners, influencers, and stakeholders to maximise exposure and collaboration opportunities.
- Collaborate with internal teams to ensure marketing efforts are aligned with the overall organisational strategy.
- Oversee day to day coordination with Heide's PR consultants during campaign periods.

Reporting and Performance Analysis

- Develop and maintain regular reports on the performance of digital marketing campaigns, providing insights and recommendations for continuous improvement.
- Utilise analytics tools to track key performance indicators and assess the effectiveness of marketing initiatives.

The Marketing Coordinator is also expected to contribute to and support the Heide Vision, Mission and Values and participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders). From time to time events may occur outside of normal hours.

Key Selection Criteria

To achieve the purpose of the position, the following attributes are required:

- A degree in Marketing, Communications or related field and at least 2 years' experience in a relevant marketing and communications role.
- Proven experience in implementing marketing strategies, particularly in the cultural or arts sector.
- Exceptional written and verbal communication skills with demonstrated ability across a variety of brand communications and an understanding of writing and editing best practices.

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- Strong proficiency in social media management, website content management, and email marketing platforms.
- Experience in visual content creation including ability to use Adobe Creative Suite including: InDesign, Photoshop, Premiere
- Relationship-building skills with experience in managing partnerships and collaborations.

Other relevant information

- The successful applicant will be subject to a six-month probationary period.
- Office standard hours are 9.00am to 5.00pm Monday to Friday with after-hours work when required.
- The successful applicant will be required to undergo security clearances performed by the Australian Federal Police, and are required to undergo Heide Environment, Workplace and Occupational Health & Safety inductions.
- It is the employee's responsibility to understand and adhere to Heide's Policies & Procedures.
- Heide requires all employees to have an understanding of its Risk Management Framework.
- Heide Museum of Modern Art is an equal employment opportunity (EEO) employer and committed to fair and equitable treatment for all employees and potential employees, on the basis of their skills and abilities, whatever their differences in other respects. At Heide we value and respect the diversity of our workforce and we are committed to providing a supportive and healthy working environment that is free of unlawful discrimination, harassment and bullying.