

Position Description – Digital Marketing & Communications Manager

About Penrith Performing & Visual Arts (PP&VA)

Penrith Performing & Visual Arts (PP&VA) brings together four creative centres that sit at the heart of Western Sydney's cultural life:

- **The Joan (Joan Sutherland Performing Arts Centre)** - where music, theatre, and performance connect audiences and artists.
- **Lewers: Penrith Regional Gallery** - a vibrant centre for visual art and ideas that reflect the world we live in.
- **Penrith Conservatorium of Music** - nurturing creativity through high-quality music education for all ages.
- **Q Theatre (at The Joan)** - dedicated to developing and sharing new Australian stories.

Our mission is simple: *to connect people and enrich lives through creativity and the arts.*

Our marketing vision is to reimagine how PP&VA connects with audiences revitalising everything we do, from digital engagement and storytelling to how we present our venues and programs. We're building a confident, creative marketing team that will lead PP&VA's next chapter: strengthening our profile, modernising our systems, and positioning PP&VA as a contemporary cultural leader.

With major investment flowing into the west and the opening of the new airport in 2026, PP&VA is perfectly placed at the gateway to the Blue Mountains - one of Australia's most dynamic cultural regions. Our team includes people from across Sydney, drawn by the opportunity to make a difference and bring creativity to everyday life.

Position Purpose

The **Digital Marketing & Communications Manager** plays a key role in driving PP&VA's brand transformation, audience growth, and digital capability.

This is a hands-on role that blends digital marketing, social media, CRM, and campaign delivery. You'll manage paid advertising, oversee social media strategy, lead CRM initiatives, and drive campaigns for **Lewers: Penrith Regional Gallery** and other major projects.

You'll also collaborate with our Marketing & Communications Manager, and various teams to deliver campaigns that inspire audiences and elevate PP&VA's digital presence.

Responsibilities will evolve as the department develops, and new strategic priorities emerge.

Key Responsibilities

Digital, Social Media & CRM

- Lead PP&VA's digital marketing and social media strategy across all brands.
- Plan, run, and optimise Meta and Google ad campaigns to drive engagement, visitation, and ticket sales.
- Manage the CRM (ENTA or equivalent), including segmentation, automation, and data reporting.
- Create and deliver social content calendars that reflect our tone, values, and brand identity.
- Build dashboards and regular reports to track results and identify insights.
- Experiment with new and emerging tools including AI-assisted design, analytics, and automation to continually elevate the sophistication of our marketing channels and approach.
- Share digital expertise and support capability-building across the team.

Campaigns, Gallery & Strategic Projects

- Develop and deliver marketing campaigns for **Lewers: Penrith Regional Gallery**, including exhibitions and public programs.
- Collaborate with curators, producers, and artists to create compelling, audience-focused content.
- Support organisation-wide campaigns such as brand rollout, partnerships, and tourism initiatives.

Media & Publicity

- Develop and implement media and communications plans that support campaigns across all PP&VA brands.
- Build and maintain strong relationships with journalists, content creators, and media partners.
- Liaise with freelance publicists on selected projects to maximise reach and coverage.

Commercial & Community Hirers

- Liaise with allocated hirers to develop effective marketing and communication plans.
- Help maximise attendance and community impact through creative, audience-first marketing.

Budgets & Operations

- Partner with the Marketing & Communications Manager to coordinate campaign schedules and share insights.
- Work collaboratively with programming, ticketing, and venue teams to align marketing outcomes.
- Manage campaign budgets, schedules, and reports with efficiency and accuracy.

Qualifications & Experience

Essential

- Tertiary qualification in marketing, digital communications, or a related field.
- 3–5 years' experience in digital marketing or communications, ideally in arts, culture, or tourism.
- Strong experience with Meta and Google advertising and analytics.
- Proven ability to develop and manage social media campaigns and content calendars.
- Experience with CRM systems (ENTA, Tessitura, or similar) and data analysis.
- Excellent copywriting, content creation, and project management skills.
- Confident communicator with strong stakeholder and media relationship skills.

Desirable

- Experience in visual arts, performing arts, or cultural venue marketing.
- Understanding of tourism and destination marketing.
- Knowledge of Western Sydney audiences and communities.
- NSW Working with Children Check and flexibility for evening/weekend events.

Personal Attributes

- Creative and strategic thinker with strong attention to detail.
- Collaborative and proactive, with a solutions-focused approach.
- Forward-thinking - comfortable experimenting with new technologies and ideas.
- An analytical, data-driven mindset.

Reporting Structure

Reports to: Marketing Director

Direct reports: None initially (oversee contractors, interns, or project staff)

Why Join PP&VA

You'll join a small, passionate team shaping the future of arts and culture in one of Australia's fastest-growing regions.