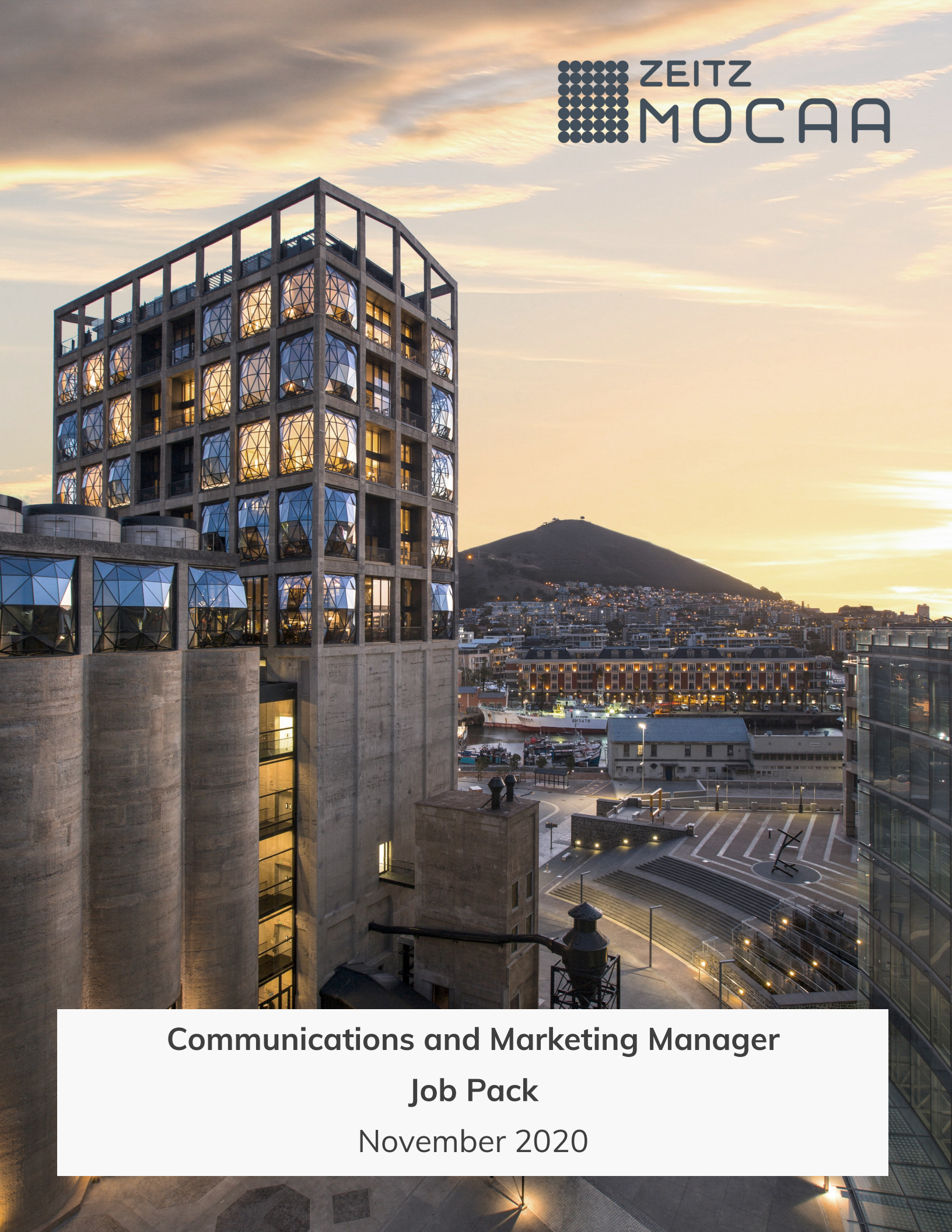


ZEITZ MOCAA

Communications and Marketing Manager

Job Pack

November 2020

Dear Applicant

Thank you for your interest in the Marketing and Communications Manager role at Zeitz Museum of Contemporary Art Africa.

Zeitz MOCAA opened in September 2017 with an ambitious mandate, to be the world's leading home for Contemporary art from Africa and its diaspora.

Over the past three years the museum has achieved notable successes: Our landmark William Kentridge exhibition, *Why Should I Hesitate Putting Drawings To Work*, was seen by over 12,500 visitors and is currently on show at Deichtorhallen in Hamburg, one of Europe's largest art centres for contemporary art and photography. Our Centre for Art Education has hosted over 20,000 students and teachers and developed partnerships with community NGOS including Lalela and The Butterfly Art Project. We have held symposia and talks with leading figures from across the global art world and we have been featured in media locally and internationally including *The New York Times*, BBC and *Time* magazine.

Now we are ready to further our ambition. Under the leadership of our Executive Director and Chief Curator the museum has entered a bold, new phase. The Communications and Marketing Manager will be key in making this vision a reality.

We are looking for a highly experienced individual who will build and drive relationships with the media, identifying new opportunities for collaboration and bringing fresh ideas to the organisation. You will be someone who is keen to try new initiatives and happy to lead key projects. You will join a small Institutional Advancement team working in a very collaborative environment. You will be confident liaising with internal and external stakeholders.

More details are in the job pack.

All the best

Michelle Stein
Acting Head of Marketing and Communications

What is it like to work at Zeitz MOCAA?



“It has been an extremely interesting professional and personal journey for me at Zeitz MOCAA. The opportunity to contribute to building a museum that means so much to so many people across the world has been very meaningful. Being part of the Institutional Advancement team has been the highlight for me and working with our wonderful team of impactful women has made this journey a pleasure.”

Boitumelo Mogane, **Patrons and Membership Coordinator**



“I love working at Zeitz MOCAA, a place that aims to inspire and educate. Something so much bigger than myself, a place that will remain long after I’m gone.”

Tiffany Andrews, Events Manager

Key responsibilities of this role:

The Communications and Marketing Manager reports into the Head of Marketing and Communications. This full-time role is responsible for the delivery against all elements of the communications and marketing programme, including communications, PR and media relations, development of marketing collateral and the implementation of marketing campaigns, working with external agencies and developing and editing publications,

Communications, PR and Media Relations

- Implement integrated marketing and communications plans for exhibitions, educational programmes, events, and institutional development initiatives, to maintain and increase the museum's visibility and attendance
- Manage and drive the day-to-day operations of communications department, including conceptualisation and coordination of press previews
- Manage and coordinate of all media requests, pitches and relations
- Write, edit and sign press release schedules, articles and briefs
- Track and report press coverage
- Coordinate of visual assets
- Identify and develop story angles, preparation of press materials, and liaison with museum's curatorial, membership, events, educational and other teams
- Lead the PR for exhibitions coordinating all communication materials and overseeing all media previews.
- Assist with media relations in times of crisis
- Review and keep track of all external media communications and publications and report immediately on any media that requires urgent attention
- Oversee comms calendar and comms planning
- Project manage the development, writing and editing of the Annual Report
- Input on the development of the Comms and Marketing strategy
- Attend industry events and exhibitions

Relationship management

- Proactively engage and establish relationships with local and international media and freelance writers to ensure optimal museum media exposure
- Maintain relationships with key external partners: V&A Waterfront, Cape Town Tourism and Wesgro, identifying opportunities for cooperation and building marketing programmes
- Sustain relationships with media agencies
- Identify and develop trade exchange opportunities
- Manage relationships with photographers and videographers for events and programmes and designers and printers for print publications and museum signage

Marketing

- Plan, develop, and implement effective lead generation and promotional campaigns that utilise the full marketing mix
- Develop marketing collateral including adverts, promotional banners and museum signage
- Analyse and segment databases to ensure outbound marketing communications are precisely targeted and are highly personalised where required
- Work with events teams to conceptualise and implement events and activations and the required marketing thereof
- Work with membership team to communicate to members
- Work with shop team to maximise shop income
- Provide input to the creative development of promotional materials, website content, advertisements, and other marketing-related projects

Writing and editing

- Draft all media releases and other communications
- Develop, draft and edit publications
- Develop, draft and edit collateral – e.g. brochures, newsletters etc.
- Writing, editing and proofing copy for all marketing collateral, including presentations, campaigns, press releases, websites.

General management

- Input on budget creation and monitor ongoing campaign spend against the budget, keeping accurate records, and calculating ROI
- Drive performance management with the team to ensure they have clarity on what is expected of them
- Schedule and hold quarterly individual performance review meetings
- Manage teams Uber usage, leave schedules on paymaster
- Manage employee relations issues and resolve these in consultation with HR
- Hold monthly one-on-one meetings for check ins and feedback.
- Drive coaching and development of team members by having conversations and arranging the necessary approved training and for the WSP/ATR agenda
- Recruit skilled employees aligned to the EE (Employment Equity) targets
- Compile and update the department's Job descriptions

What you'll need to be successful in the role:

- Bachelor's degree in Communications or other relevant discipline, marketing or related field, PR/Journalism/Political Science/Media Studies
- 5 years of relevant communications and marketing / corporate and consumer marketing communicate experience

How to apply

As an equal opportunity institution, Zeitz MOCAA celebrates diversity in all its forms including gender, race, creed, and orientation. Zeitz MOCAA is committed to Employment Equity and particularly welcomes applications suitably qualified Historically Disadvantaged Individuals (HDIs) for this position.

Please send your CV and a covering letter to: **careers@zeitzmocaa.museum** with the subject heading: Communications and Marketing Manager

Closing date: 22 November 2020