



Job Description

POSITION TITLE: Digital Strategy Project Manager

RESPONSIBLE TO: Finance and Operations Manager

BACKGROUND & ROLE WITHIN THE ORGANISATION

The Arts Law Centre of Australia (Arts Law) is Australia's only independent national community legal centre for the arts, with the purpose of strengthening value and respect for arts and culture to make a better world. We provide free or low cost specialised legal advice, education and resources to Australia artists and arts organisation across all arts forms, on a wide range of arts related legal and business matters.

The Digital Strategy Project Manager role is to lead the development, planning and implementation of Arts Law Digital Strategy, including both client facing and internal facing initiatives.

This position is a part time position (0.5 FTE – 35 hours fortnight) for a fixed term contract of 12-months. Generally, a working day at Arts Law is 9.00am – 5.00pm with a one-hour break for lunch. The salary is \$90,000 per annum (pro rata). Leave loading and Superannuation Guarantee Contribution (SGC) is paid in addition to the salary. Voluntary salary packaging is available.

STATEMENT OF DUTIES

The primary role is to develop and execute the digital strategy that will enhance service delivery and website design, making the online pathways accessible to optimise the user experience for clients.

You will engage with consultants for website development and consultants for research to provide strategies to improve Arts Law's ability to deliver digital services to Arts Law clients including Artists in the Black clients.

Duties also include:

- Develop and execute an integrated digital strategy with a focus on improved online engagements for Arts Law's clients.
- Provide guidance and assistance to harness new and existing technologies (for example, AI) to improve internal processes, reach clients and meet their needs.
- Drive a process for Arts Law to understand the needs, ways of engaging online, and preferred modes of receiving legal advice and information for the creative sector.
- Analyse web traffic, analytics and digital metrics and implement actionable data-driven recommendations from stakeholder engagement (internal and external).



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- Manage website optimisation and technological service delivery.
 - Engage and manage consultants to deliver on time and within budget who will undertake relevant research.
 - Identify, develop and build internal capacity of the Arts Law team.
 - Increase services by enhancing Arts Law technical capacity.
 - Track, monitor and report on performance of all digital pathways.

SELECTION CRITERIA

ESSENTIAL

1. Digital/Web/Interactive experience in a challenging and complex environment.
2. Tertiary qualifications (technology, marketing) combined with extensive experience in a senior strategy position or related field.
3. Strong interest in technology of digital strategy/marketing.
4. Up to date high level Technical knowledge including capability to understand IT infrastructure principles, digital technologies and e-commerce platforms.
5. Solid understanding of core digital capabilities such as CRM, ERP, Analytics, CMS and Collaboration and how these capabilities can be leveraged for a wide range of business challenges.
6. Experience in successfully delivering digital IT projects.
7. Ability and willingness to work as a member of a team.

DESIRABLE

1. Understanding and appreciation of the role of community based organisations, and the technological challenges they face.
2. Ability to communicate with a diverse range of people, including artists, arts organisations, members of the legal professional, representatives of government and community organisations.