

POSITION DESCRIPTION

AUDIENCE ENGAGEMENT OFFICER

POSITION DETAILS

Date of Position Description	July 2026
Position Title	Audience Engagement Officer
Position Grade	8
Directorate Business Unit	Community and Culture – City Culture
Reports to	Director, Parramatta Artists Studios
Physical Requirements Category	Category 1 – Desk role with Ergonomic Requirements
Job Location	9 Wentworth Street, Parramatta (Council retains the right to alter locations should the operational need arise)

POSITION OVERVIEW

The position is responsible for developing and coordinating audience engagement and development initiatives across Parramatta Artists Studios, supporting increased participation, audience connection and visibility for Western Sydney artists.

KEY RESPONSIBILITIES

- Develop and implement audience engagement and audience development initiatives that increase participation and audience connection with Western Sydney artists.
- Lead the strategic promotion, marketing and positioning of Parramatta Artists Studios, including the development and delivery of marketing campaigns, digital communications, social media platforms, website content, electronic direct mail campaigns and audience development initiatives.
- Coordinate artist-led engagement programs, outreach activities and community engagement initiatives that build meaningful connections between artists, communities and audiences.
- Develop and maintain relationships with community organisations, cultural groups, educational institutions and stakeholders to expand participation and strengthen audience pathways.
- Coordinate audience research, consultation, evaluation and reporting activities to measure engagement outcomes and support grant reporting and acquittals.
- Develop and implement initiatives that increase access, participation and engagement for diverse Western Sydney communities, reflecting the cultural diversity of the region.
- Work collaboratively across the Parramatta Artists Studios team to support engagement outcomes across exhibitions, residencies, commissions and public programs, and participate as an active member of the City Culture team.
- Represent the City of Parramatta and Parramatta Artists Studios at meetings, public gatherings, workshops and community engagement activities relevant to the role.
- Develop and manage project budgets within approved delegations and provide timely and appropriate reports as required.
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- Support, in collaboration with the Administration Support Officer, the operation and maintenance of the studio's facilities.

Baseline

- Ensure that all practices are up to date with current and pertinent legislation, statutory regulations and better practice to ensure a subject-matter-expert mindset is adopted and promoted to all stakeholders.
- Promote continuous improvement and innovation in practices, optimisation of technology, procedures and recommendations with the aim of providing better service to the client base in line with the organisation's values.
- Build in performance metrics and mechanisms to identify early visibility of risks to enable mitigation approaches.
- Promote and maintain effective relationships with all external business partners including community organisations, contractors, State and Federal authorities.
- Ensure to take reasonable care of the health and safety of yourself, employees, visitors, contractors and volunteers whilst at work, and cooperate with the organisation to comply with WHS legislative obligations.
- Promote the value of diversity and inclusion in all practices, engaging with and integrating the views of others.
- Contribute to customer service and organisational effectiveness, by acting ethically, honestly and with fairness.
- Comply with Council policies, as amended from time to time.

KNOWLEDGE

Qualifications

- Tertiary qualification in Arts Administration/Management, Communications, Marketing, and/or equivalent competencies gained through career and industry experience.

Experience

- Demonstrated experience in arts marketing, communications, audience development or audience engagement.
- Experience developing and delivering marketing, communications and audience engagement campaigns across digital and physical platforms.
- Experience coordinating projects, programs or campaigns involving multiple stakeholders and partners.
- Experience collecting, analysing and reporting on audience, participation or engagement data.
- Experience contributing to and delivering strategic communications and audience development plans.
- Knowledge of Western Sydney arts and cultural contexts.

Skills

- Demonstrated ability to develop and deliver audience development, marketing and communications initiatives.
- Knowledge of marketing, communications and audience development principles, including planning, implementation and evaluation.
- Knowledge of digital marketing and communications platforms, including social media platforms, website content management systems, electronic direct mail platforms and analytics tools.
- High-level written communication skills, including writing for marketing and communications.
- Demonstrated ability to analyse audience and engagement data to inform planning and evaluate outcomes.
- Demonstrated ability to build and maintain productive relationships with artists, stakeholders and communities.
- Demonstrated ability to operate in a complex political environment.