



JOB PROFILE

Position Title:	Investment Manager – Market & Audience
Engagement Type:	Contract, 2 years
Salary:	Executive level 1 + 15.4% super
Department:	Narrative Content / Market & Audience
Immediate Manager:	Head of Market & Audience

Position summary: Under the direction of Head of Market & Audience, and working closely with the broader Content & Operations Department, and other relevant Screen Australia units, this position will assess applications for funding, oversee a slate of funded projects and related activities and initiatives. The role will liaise with industry stakeholders to provide information and advice regarding applications, programs and initiatives and work with applicants to ensure funded projects and activities are successfully completed and delivered. The position will also contribute to the collection, analysis and dissemination of audience and platform data to support strategy development and drive growth in financial returns and impact and discoverability for audiences for Australian content. This role provides insights on domestic and international audience trends to inform Screen Australia's decision-making and support to industry stakeholders for direct-to-audience/online, television and feature film.

The role also may be required to represent Screen Australia at industry events both locally and internationally.

Core Accountabilities

The key responsibilities of the position will include:

- Data collection, analysis and performance reporting on audience to Screen Australia for industry insight and impact.
- Assist the Head of Market & Audience to establish and maintain an online/direct-to-audience and feature film data collection, reporting and dissemination system.
- Work as part of a small team to capture market intelligence and data on sales, performance of sales agents, distributors and platform performance on recoupment or monetisation for all investors, and international, domestic box office, monetisation and subscriber and community engagement data.
- Lead the design and drive the implementation of programs, initiatives and funding for discoverability & impact of direct-to-audience/online and feature film projects.

- Prepare funding and initiative recommendation papers, participate in investment and project recommendation meetings, and prepare reports for Board.
- Provide advice to internal stakeholders to inform and contribute to decision-making and application assessment and decision-making across Narrative Content, First Nations and Documentary.
- Collaborate across Narrative Content and other Units to provide insights to industry stakeholders and impact for Screen Australia programs, initiatives and funding.
- Liaise with successful applicants to ensure that projects are executed and provide advice and feedback on matters to maximise the success of the project and program, as appropriate and necessary.
- Keep abreast of developments and issues specific to the sector, and maintain an up-to-date overview of domestic and international trends and technologies.
- Establish and maintain strong and credible relationships with a wide cross-section of the industry.
- Contribute to the promotion of Gender Equity and Diversity and Inclusion in the Screen Sector.
- Other duties as required.

Selection Criteria

Qualifications and Experience

- Knowledge and experience in audience, impact and discoverability for theatrical feature films and direct-to-audience/online platforms with demonstrable experience of some areas inclusive of creation, distribution, community management, marketing and impact campaigns, merchandise and monetisation.
- Experience in database use and use of spreadsheet software (including preferably Smarty Grants ~~Film Track~~, and social platform data and insights).
- Demonstrated experience in a role that requires a high level of numerical and analytical ability, attention to detail, and providing reliable and accurate reports and advice.
- Demonstrated experience in designing and delivering programs and initiatives and/or delivering campaigns and audience discoverability and impact strategy.
- Well-developed written and oral communication skills, combined with exceptional interpersonal skills that demonstrate the ability to interact positively with a wide variety of internal and external stakeholders with good humour, sound judgment, tact, discretion and confidentiality at all times.
- Demonstrated high level of organisational skills, including the ability to manage competing priorities and deliver to agreed timelines.
- Excellent time management and organisational skills and demonstrable experience managing multiple projects simultaneously and delivering to deadlines.

- Demonstrated drive and initiative and ability to develop and improve processes and procedures.
- Proven ability to actively contribute to, and participate in maintaining a positive, collaborative team environment and workplace.

Behaviours

- Open communicator, shares thoughts and opinions with others
- Commits to action and driven to achieve results
- Values collaboration and teamwork, and focuses on the achievement of team goals
- Establishes and maintain effective relationships with internal and external customers, and gains their trust and respect
- Creative approach to problems and ability to 'think outside the square'
- Energy, enthusiasm and willingness to take on new challenges
- Seeks feedback, takes it on board and modifies approach
- Continually seeks to improve self and Screen Australia
- Shows personal courage and can take unpopular stands when appropriate
- Thrives on change and is able to make decisions without having the total picture
- High level of self-awareness and continually seeks to improve self
- Works collaboratively across the agency to achieve common goals