



POSITION DESCRIPTION AND DUTY STATEMENT

Marketing & Communications Coordinator

POSITION DESCRIPTION

Reports To:	Artistic Director & CEO and General Manager
Position Type:	Part-time – 20 hours per week (see Special Conditions for set hours).
Annual Salary:	\$26,000 (\$48,750 pro-rata) + superannuation
Probation Period:	3 months
Commencement Date:	4 January 2021 (negotiable)
Location:	Gorman Arts Centre, Batman Street, Braddon, ACT

COMPANY INFORMATION

The voice of youth expressed through intelligent and challenging theatre.

We provide young people aged 7-25 years with the opportunity to explore, extend and develop their drama skills with professional artists. Canberra Youth Theatre is a place for all young people to develop and express their creative selves. Canberra Youth Theatre was established in 1972 and is an Australian not for profit charity youth arts association incorporated in the ACT. Canberra Youth Theatre is proudly supported by its members, the ACT Government through artsACT, and Ainslie and Gorman Arts Centres.

WHO WE ARE LOOKING FOR

The Marketing and Communications Coordinator supports the artistic vision and strategic direction of Canberra Youth Theatre and will activate the public image of the company. They are responsible for the coordination and delivery of marketing and communication activities, oversee and implement the delivery of marketing and communications for all productions, training programs, and organisational activities, maintain effective regular communications with a range of contacts, and work with the Artistic Director & CEO and General Manager to ensure a strategic communications strategy is implemented.

They will produce and coordinate content for the company's digital and social media platforms, written publications, website, create marketing schedules, press releases and liaise with the media. The Marketing and Communications Coordinator is one of the first points of contact with Canberra Youth Theatre and must communicate effectively with various stakeholders including media, partners, suppliers, parents, participants, casual staff and various stakeholders.

They will have the proven ability to execute campaigns with an imaginative, innovative and engaging approach to grow our participant base, audiences, liaise confidently with media and partners, whilst building our brand. They will be creative and highly motivated, have flair for language, communication, effective visual design, with outstanding initiative and attention to detail.

We are looking for a creative and proactive individual who will use their energy to support and develop big ideas in a small, committed team, and to contribute to multiple projects at once. This is the perfect role for someone who is passionate about bringing theatre, young people and audiences together.

KEY RESPONSIBILITIES AND DUTIES

MARKETING

- Plan, develop, implement and monitor all marketing campaigns, strategies and initiatives for productions, training programs, season launches, and all associated company activities, to effectively communicate and promote the artistic vision of Canberra Youth Theatre.
- Devise written, time-lined strategies at the commencement of each production or program activity, and written assessments of all campaigns at their conclusion.
- Coordinate the production and distribution of print and digital collateral.
- Measure and report on marketing, digital and social media activity.
- Coordinate advertising spend across print and digital mediums, while monitoring and analysing the return on investment.
- Monitor marketing budgets, including production campaign budgets and all other marketing related activities.
- Identify opportunities to market and promote Canberra Youth Theatre.

COMMUNICATIONS

- Produce digital and social media content (including images, videos, posts, etc.) and manage timelines for all activities.
- Create and distribute EDM newsletters and manage mailing list databases.
- Update and manage the company website and social media accounts.
- Manage online reputation for brand awareness and audience development and work to grow our online community and traffic to our website and other digital channels.
- Maintain a responsive approach to electronic marketing keeping in line with current best practice.
- Monitor and analyse audience data sourced through social media, website, surveys, ticketing data, etc, to better understand and grow our audience base.
- Leverage relationships to expand our networks and share resources through reciprocal arrangements with third party networks, press and social media influencers.
- Assist in the management of the company's CRM software (TicketSearch) and marketing software (Mailchimp) for all database and communication requirements.

DESIGN

- Creating imaginative, high-quality content, maintaining a consistent approach to language, message, brand and design across all print and electronic marketing, in line with the company branding style guidelines.
- Coordinate the design and creation of season brochures, posters, postcards, social media images and other publications, including materials for venues and partner organisations.
- Write copy and manage copywriting and proof-reading for all marketing collateral.
- Use existing templates to create and deliver engaging marketing materials that promote Canberra Youth theatre across digital platforms.
- Recording and editing short videos for social media.

ADMINISTRATIVE SUPPORT

- Maintenance of digital and physical archives.
- Support productions by coordinating opening night lists, and liaising with external venues' box office and marketing departments.
- Attend meetings with artistic and administrative staff as required.
- Provide general administrative assistance and organisational support for productions and special events as required.

SELECTION CRITERIA

1. Proven ability and success in delivering marketing and communication campaigns, ideally within an arts environment.
2. Experience in developing effective and compelling marketing collateral across print and electronic media.
3. Proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator and Premiere Pro).
4. Excellent communication skills including copywriting and editing abilities
5. Energetic and highly motivated individual with demonstrated initiative, organisational and project management skills, and attention to detail.
6. Understanding and experience in website management in particular Wordpress.

SPECIAL CONDITIONS

- Work hours are 9:30am to 3:00pm Monday to Thursday (30 minute lunch break), although during productions these hours may change.
- Flexible hours by negotiation.
- The Marketing and Communications Coordinator must hold the following:
 - o a current Working With Vulnerable People registration
 - o a current First Aid Certificate.

APPLICATION REQUIREMENTS

Applicants should submit the following:

1. A written application (no more than 2 pages) addressing the Selection Criteria
2. A current CV and contact details of 2 referees.

Applications should be emailed with **Marketing and Communications Coordinator** in the subject line by **5pm on Friday 11 December 2020** to anais@canberrayouththeatre.com.au

If you would like to discuss the position in more detail, please contact Anaïs Maro by email on anais@canberrayouththeatre.com.au

www.canberrayouththeatre.com.au