

## Marketing and Engagement Manager

**Position Profile**

The Marketing and Engagement Manager provides communications, public relations, and stakeholder relations expertise, and is responsible for developing and delivering Canberra Youth Theatre's engagement strategy in response to our artistic vision and strategic direction.

You are responsible for enhancing engagement across all of our activities, developing and executing marketing and communication plan, digital content, brand management, developing relationships and maintaining effective communications with a range of stakeholders,

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.

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**Position Title**

Marketing and Engagement Manager

**Reports to**

Artistic Director & CEO

**Key Internal Relationships**

Artistic Director & CEO, Business Manager, Workshops Manager, Associate Producer.

**Key External Relationships**

- Young people and their families
- Media
- Ainslie and Gorman Arts Centres
- Arts organisations and venues
- Audiences
- Donors, philanthropic trusts, foundations and corporate sponsors
- ACT Government (artsACT)
- Contractors and suppliers
- Schools and teachers
- Contracted artistic and production staff
- Web developer

**Position type**

Part-time (0.6 FTE) 3 days per week (22.5 hours)

**Contract Term**

Two year fixed term contract with potential for extension  
Three month probationary period

**Salary**

\$31,800 (\$53,000 pro-rata) including standard leave entitlements, plus superannuation.

**Start Date**

Monday 10 January 2022

<b>Location</b>	Gorman Arts Centre - Batman Street, Braddon, ACT
<b>Special Conditions</b>	Due to the nature of this role, this position may require additional hours and work outside of normal office hours in peak periods, especially during productions, compensated with time off in lieu. This job description may change from time to time with due consultation to meet the changing needs of the company.
<b>Applications due</b>	Friday 12 November 2021 5pm

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## **Key Duties and Responsibilities**

### **Stakeholder Engagement and Development**

- Develop, implement and update the company's strategic engagement and communication plans, with an aim to:
  - Grow an awareness and understanding of our profile and brand.
  - Increase participation of young people in our artistic programs.
  - Develop audiences, and engage alumni, education and community sectors.
  - Support the development and management of relationships with donors, sponsors and funders.

### **Marketing & Communications**

- Develop communications and marketing campaigns consistent with the company's engagement targets, financial goals, and values.
- Create imaginative, high-quality content including captivating copy, images and video, created to engage audiences across platforms.
- Coordinate and deliver creative digital communications, print and digital advertising, media and PR, and fundraising and sponsorship communication.
- Manage the design, creation and distribution of all promotional materials for the company, including season brochures, posters, postcards, social media images, corporate documents, and materials for venues and partner organisations.
- Ensure the company's brand and style guide is maintained across all areas of communications, including tone of voice, image treatment and design.
- Research and analyse qualitative and quantitative data in order to report on the impact of our activities, better understand and grow our audiences, and develop targeted marketing strategies.
- Manage relationships with key contractors including graphic designers, printers, photographers, and website developers.
- Update and manage the company website.
- Build key relationships with third party networks, press and social media

influencers to expand our network.

- Assist in the management of the company's CRM software (TicketSearch) and marketing software (Mailchimp) for all database and communication requirements.

### **Public Relations**

- Manage and deliver public relations campaigns that create maximum public awareness of our productions and programs, and position Canberra Youth Theatre as a leading youth arts organisation in the national sector.
- Build and maintain strong relationships with media, in particular arts and culture, and maintain the media database.

### **Administration**

- Support productions by coordinating opening night lists, and liaising with external venues' box office and marketing departments.
- Ensure the ongoing maintenance, integrity and efficiency of databases, including media and digital file storage, and physical archives.
- Attend meetings, provide general administrative assistance, reception duties, and organisational support for productions and special events as required.
- Provide marketing support and guidance to emerging artists when required.

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## **Selection Criteria**

*Please address the following. Your responses should provide at least one example that demonstrates the necessary experience:*

### **Essential skills you'll need**

- Tertiary qualifications or equivalent experience in a relevant field (ie. stakeholder engagement, communications, design, marketing, and/or public relations).
- Demonstrated experience in developing and implementing engagement, marketing and/or communications strategies across multiple platforms to develop and maintain participants and/or audiences.
- Demonstrated experience in designing and producing digital and print marketing materials with creative flair and a high level of attention to detail.
- Excellent interpersonal skills and the ability to communicate confidently and persuasively.
- Ability to build, develop and maintain strong relationships with a wide range of stakeholders, including young people, families, schools, arts and community organisations, businesses and donors.
- Highly motivated with an ability to prioritise work effectively and meet competing deadlines.

- Proficiency in Wordpress and Adobe Creative Suite (InDesign, Photoshop, Illustrator and Premiere Pro).

**Bonus points for...**

- Knowledge/experience working in an arts company or an understanding of theatre practice.
- Knowledge of and established contacts within the media sector in the Canberra region.
- Knowledge of and established contacts within the education sector in the Canberra region.
- Established skills in digital photography and/or familiarity with operating a DSLR camera.

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**Work Requirements**

Canberra Youth Theatre is a child-safe organisation and committed to the safety and wellbeing of all young people accessing our programs. The successful applicant will be required to obtain and maintain the following:

- a current Working With Vulnerable People registration
- a current First Aid Certificate.

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**How To Apply**

Applicants should submit the following as one single PDF document:

- A written application (no more than 2 pages) addressing the Selection Criteria above
- A current CV
- Contact details of 2 referees.

Applications should be emailed with Marketing and Engagement Manager in the subject line by Friday 12 November 2021 5pm to [luke@canberrayouththeatre.com.au](mailto:luke@canberrayouththeatre.com.au)

If you would like to discuss the position in more detail, please contact Luke Rogers by email on [luke@canberrayouththeatre.com.au](mailto:luke@canberrayouththeatre.com.au)

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**Additional Information**

Canberra Youth Theatre is an inclusive organisation, committed to providing a platform for diverse voices across all levels of our organisation. We strongly encourage applications from First Nations people, those who are culturally and linguistically diverse, people of all abilities, and people from LGBTQIA+ communities.

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**Company Information**

Canberra Youth Theatre is one of the leading youth arts companies in Australia, celebrating our 50th anniversary in 2022.

We create opportunities for young people to collaborate, develop their artistic skills and create pathways to the professional arts sector. We advocate for and amplify the voices of young people, providing a space for them to discover and express their creative selves. We produce powerful

theatre where young artists ignite urgent conversations, challenge the forces that shape them, and invite us to see the world from new perspectives.

Canberra Youth Theatre is the voice of youth expressed through intelligent and challenging theatre.

[www.canberrayouththeatre.com.au](http://www.canberrayouththeatre.com.au)

