

Digital Communications Coordinator

Company Information Canberra Youth Theatre is one of the leading youth arts companies in Australia. 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.

Position Profile The main responsibility of the Digital Communications Coordinator is to plan, develop and implement marketing campaigns and communications strategies across a range of digital media platforms to support the strategic objectives of the company.

Through strong communication skills and the creation of high quality content, the Digital Communications Coordinator will support efforts to increase audience and community engagement with Canberra Youth Theatre's programs.

The Digital Communications Coordinator takes direction from and reports to the Marketing and Engagement Manager. They are responsible for maintaining and promoting the Canberra Youth Theatre brand, and designing, scheduling and executing digital communications.

This is an essential role in a small marketing team. A positive, proactive working relationship needs to be maintained with all key stakeholders. This position requires an ability to work independently and with a high level of creative input to overall marketing objectives.

Position Title	Digital Communications Coordinator
Reports to	Marketing and Engagement Manager
Position type	Part-time 0.4 FTE (15 hours per week)
Hours of Work	Regular hours, to be negotiated
Contract Term	Permanent part-time employee, with a four month probationary period
Salary	\$22,600 (0.4 FTE, \$56,500 pro-rata) Standard leave entitlements, plus superannuation
Start Date	ASAP
Location	Gorman Arts Centre - Batman Street, Braddon, ACT

Special Conditions 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.

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

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 two-page pitch that speaks to the Key Duties and Skills Required below, why you are a suitable candidate, and what you bring to the role.
- A current CV.
- Contact details of 2 referees.

Applications should be emailed with *Digital Communications Coordinator* in the subject line no later than 10am on Monday 5 February 2024 to helen@canberrayouththeatre.com.au

If you would like to discuss the position in more detail, please contact Helen Wojtas by email on helen@canberrayouththeatre.com.au

Key Duties

Under the supervision of the Marketing and Engagement Manager, the Digital Communications Coordinator will:

Social Media Management

- Develop creative engagement strategies to boost social media and brand awareness.
- Plan, monitor and report on Canberra Youth Theatre's presence across all social media channels, EDM's and digital channels.
- Monitor campaign calendars and social media channels to maintain responsiveness.
- Assess metrics regularly throughout campaigns and make adjustments as necessary to achieve intended conversions or outcomes.

Content Creation

- Create engaging and relevant content for all projects in collaboration with other staff.

- Plan and produce monthly company e-Newsletters.
- Plan and produce four quarterly Producers Circle e-Newsletters.
- Produce project-specific EDM communications as required for productions, training programs, fundraising campaigns, advocacy activity, and other events as required.
- Plan, develop and produce creative content for promotional campaigns (may include photo, video, audio, editing, graphic design, etc.)
- Write copy for monthly electronic direct mail, e-invites, media releases and pitch stories to media partners in line with Artistic Director's vision and messaging.
- Update and maintain website content
- Capture content at Canberra Youth Theatre productions, programs and events to document and tell our story.

Marketing

- Communicate regularly with other arts, education and community organisations for reciprocal marketing arrangements for inclusion in EDM's and across social media.
- Communicate with a clear and consistent tone and style in line with the Canberra Youth Theatre branding guidelines.
- Organise the printing and distribution of all printed marketing materials including postcards, posters and production programs.
- Create and source merchandise materials in keeping with the Canberra Youth Theatre brand.

General

- Attend staff meetings and other meetings as requested.
- Ensure compliance with company policies at all times

Skills & Experience

- Knowledge of social media, social media trends, and the wider online community.
- Experience in developing, implementing and coordinating campaigns, including paid search and social media advertising
- Excellent written and verbal communication skills, including proofreading and copywriting.
- A passion for and experience in social media and digital marketing.
- Strong visual aesthetic and an understanding of brand guidelines.
- Experience in Wordpress or similar CMS, Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro), and Mail Chimp.

- Ability to work autonomously within a small team.
 - An interest in young people and their positive interaction with the arts.
 - An open, collaborative and can-do work ethic.
 - Good knowledge of arts marketing and understanding of multi-faceted marketing mix and distribution channels.
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