



## MARKETING COORDINATOR Information Pack

March 2019



The Cast of Counting and Cracking Photo: Brett Boardman.

## **Overview**

<b>Job Profile:</b>	The Marketing Coordinator is a full-time position reporting to Belvoir's Marketing Manager. The Marketing Coordinator is responsible for the day-to-day implementation of Belvoir's marketing strategies with particular emphasis on developing and implementing a successful digital marketing strategy.
<b>Hours of work</b>	40 hours per week, from 9.30am to 6pm. From time to time the spread of hours may vary to suit the nature of the work undertaken, including attendance at Belvoir major events. The position is salaried and as such no overtime is payable.
<b>Package:</b>	10% employer contribution to superannuation 20 days annual leave per annum, with 17.5% leave loading payable in addition after 12 months 10 days personal leave per annum
<b>Reporting to:</b>	Marketing Manager
<b>Reports:</b>	NA
<b>Salary:</b>	To be negotiated based on level of experience and skills.
<b>Application:</b>	Please submit a CV and cover letter (no more than 2 pages) that addresses the selection criteria to <a href="mailto:reception@belvoir.com.au">reception@belvoir.com.au</a> by <b>9am, Monday 1 April</b>



Luke Mullins and Paula Arundell. Photo: Heidrun Lohr

## **Job Description**

### **Marketing of Belvoir activities and productions**

1. Work with the Marketing team to plan and execute season and production campaigns through all marketing channels including direct mail, advertisements, digital, print and distribution.
2. Work with the Marketing team on the research and development of targeted audience development strategies.
3. Work with the Marketing team and external suppliers and organisations to ensure the timely implementation of all marketing activity.
4. Coordinate digital marketing activity using a range of digital tools including Facebook Business Manager, Google Analytics, Mail2, Wordfly, Tessitura, Google advertising, SEO, PPC and other social media
5. Prepare and manage all paid social advertising under direction of the Marketing Manager
6. Coordinate writing, production and distribution of mail outs, direct mail and email campaigns including the acquisition of mailing lists both in-house and through a mailing house.
7. Ability to edit photos and video.
8. Develop and update appropriate databases to ensure smooth running of the marketing department, including distribution, VIP and subscriber lists.
9. Assist the Marketing team with other administrative and support tasks as and when they arise.
10. Assist with the Season launch including the creation of the Belvoir season book and other publications and coordinating the release of marketing materials.
11. Manage small design tasks as required including resizing images, creation of simple marketing collateral and using design templates in InDesign and Photoshop as required.
12. Be responsible for the coordination of subscriber benefits and loyalty rewards programs.
13. Design, install and manage Front of House displays and collateral.
14. Be responsible for the development of cross-promotion opportunities including setting up and managing competitions and ticket giveaways and recording data for Board and Annual Reports.

# **Selection Criteria**

## **Aptitudes/Abilities/Skills**

- A digital native with a proven understanding of managing and producing online content across websites and social media channels.
- Strong organisational skills with high-level attention to detail and the ability to work comfortably and effectively as part of a team as well as independently.
- Problem-solving skills with the ability to create and maintain relationships with internal and external contacts.
- Demonstrable ability in creating and maintaining administrative processes and systems and a preparedness to perform a variety of tasks including data entry.
- High level of written and verbal communication skills.
- Ability to handle a range of enquiries from marketing contacts.
- Design skills and an eye for good design and image composition.
- Photography and videography skills.
- An engagement with data-driven digital marketing strategy across a range of platforms and systems including the ability to assess box office sales reports.

## **Experience**

- Experience in arts administration and/or marketing is an advantage.
- Experience of digital marketing including developing online content and strategic use of social media.
- Experience in copy writing and copy proofing.
- Experience and familiarity with a variety of software programs including Microsoft Word and Excel, Adobe's Creative Suite, Google Docs and Final Cut.
- Experience with ticketing systems, especially Tessitura, is an advantage.

## **Knowledge**

- Knowledge of audience profiling and segmentation.
- Knowledge of Belvoir and its past work.
- Knowledge of contemporary Australian theatre and the Australian arts industry.
- An interest in and sensitivity to actors, artists and the creative process.

## **Company Information**

When the Nimrod Theatre building was threatened with redevelopment in 1984, more than 600 people – ardent theatre lovers together with arts, entertainment and media professional - formed a syndicate to buy the building and save the theatre. Thirty years later, Belvoir St Theatre continues to be home to one of Australia's most celebrated theatre companies.

Belvoir engages Australia's most prominent and promising playwrights, directors, actors and designers to realise an annual season of work that is dynamic, challenging and visionary. As well as performing at home, Belvoir regularly takes to the road, touring both nationally and internationally.

Both the Upstairs and Downstairs stages at Belvoir St Theatre have nurtured the talents of many renowned Australian artists: actors including Geoffrey Rush, Cate Blanchett, Jacqui McKenzie, Toby Schmitz, Robyn Nevin, Deb Mailman and Richard Roxburgh; writers such as Tommy Murphy, Rita Kalnejais, Lally Katz, Matthew Whittet and Kate Mulvany; directors including Eamon Flack, Anne-Louise Sarks, Simon Stone, Benedict Andrews, Wesley Enoch, Rachael Maza and former Artistic Director Neil Armfield.

Belvoir's position as one of Australia's most innovative and acclaimed theatre companies has been determined by such landmark productions as *The Glass Menagerie*, *Angels in America*, *Brothers Wreck*, *Ivanov*, *Neighbourhood Watch*, *The Wild Duck*, *Medea*, *The Diary of a Madman*, *The Blind Giant is Dancing*, *Hamlet*, *Cloudstreet*, *Aliwa*, *The Book of Everything*, *Keating!*, *Exit the King*, *The Sapphires* and *Who's Afraid of Virginia Woolf?*

In 2019 Belvoir produced its biggest show ever *Counting and Cracking* at Sydney Town Hall. It was a sell-out season and is also part of the Adelaide Festival.

Belvoir is one of the 29 Major Performing Arts companies and receives both state and federal funding which amounts to around 17% of income. Other income is derived from box office, development and commercial activities. The company managed by a Board of Directors which is chaired by Sam Meers. The current Artistic and Executive Directors are Eamon Flack and Sue Donnelly.

More information, including annual reports and seasons, can be found at: [www.belvoir.com.au](http://www.belvoir.com.au)



Xavier Samuel and Andrea Demetriades. Photo: Brett Boardman.