

COMMUNICATIONS ADMINISTRATOR – POSITION DESCRIPTION

Role:	Full time, permanent. Monday - Friday 9:30am-5:30pm Hours may vary, including weekends and evenings.
Location:	18 & 25 Belvoir St. Surry Hills, NSW (Belvoir St Theatre and offices)
Reporting Manager:	Marketing Specialist
Working Relationships:	Head of Marketing, People & Community, Digital Content Coordinator, Ticketing & Customer Experience Manager, Box Office Coordinator, Education & Development Teams

The Communications Administrator is a key member of the Marketing team and is responsible for overseeing Belvoir communications channels and delivering on-brand messaging and engaging with our audience.

Reporting to the Marketing Specialist, they will create and distribute promotional materials, oversee social media campaigns, and update the theatre's website. This role plays a vital part in enhancing our public image, connecting with the community, and ensuring effective communication with both internal and external stakeholders.

KEY RESPONSIBILITIES

1. Support the Marketing Specialist to plan and execute season and production campaigns through all marketing channels including direct mail, advertisements, digital, print and distribution.
2. Coordinate writing, production and distribution of mail outs, direct mail and email campaigns.
3. Contribute to the social media strategy and coordinate the social media calendar
4. Assist with the creation of the Belvoir season book and other publications including copy proofing.
5. Assist with community liaison and dedicated community communication strategies.
6. Oversee all Front of House displays and collateral.
7. Review incoming correspondence, including internal production reports, performance reports, public facing email inboxes and audience survey responses, to identify and follow up customer experience issues and opportunities.
8. Report on audience experience through analysis of audience survey responses.
9. Be responsible for the coordination of subscriber benefits and loyalty rewards programs.
10. Be responsible for the development of cross-promotion opportunities including setting up and managing competitions and ticket giveaways.

11. Responsible for the archiving of marketing and publicity materials and image library and providing public access to the company's archives including processing copyright permissions
12. Assist the Marketing team with other administrative and support tasks as and when they arise

Selection Criteria

Aptitudes/Abilities/Skills

- Proven high standards of written and oral communication and an understanding of different audiences and mediums.
- Proven high standard of attention to detail, initiative and 'follow-through'.
- Problem-solving skills and a collaborative approach with the ability to create and maintain relationships with internal and external contacts.
- Experience in the use of Microsoft office, Google Docs and Adobe Creative Cloud (including Photoshop)
- Experience in managing multiple deadlines and projects.

Desirable

- Experience working in publications development including editing and proofing
- Experience working within brand guidelines.
- Knowledge of and experience in the performing arts industry.
- Demonstrated interest in and sensitivity to actors, artists and the creative process.

Belvoir is an equal opportunities employer. Aboriginal and Torres Strait Islander people, people with disability, and culturally and linguistically diverse applicants are encouraged to apply.

To Apply

Address the selection criteria in no more than two pages. Include a resume with the names and daytime contacts of two referees (they will not be contacted without your permission).

Applications are due 5pm, Monday 15 January and should be addressed to Fiona Hulton
Director of Marketing, People & Community via jobs@belvoir.com.au.

ABOUT US

When the Nimrod Theatre building was threatened with redevelopment in 1984, more than 600 people – ardent theatre lovers together with arts, entertainment and media professionals – formed a syndicate to buy the building and save the theatre.

Thirty-five 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 Wayne Blair, Cate Blanchett, Sacha Horler, Deb Mailman, Jacqui McKenzie, Robyn Nevin, Leah Purcell, Pamela Rabe, Richard Roxburgh, Hazem Shammass and Toby Schmitz; writers such as Rita Kalnejais, Lally Katz, Kate Mulvany, Tommy Murphy and Matthew Whittet; directors including Benedict Andrews, Wesley Enoch, Eamon Flack, Rachael Maza, Anne-Louise Sarkis, Simon Stone 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*, *The Book of Everything*, *Keating!*, *Exit the King*, *The Sapphires*, *Who's Afraid of Virginia Woolf?* and most recently, *Counting & Cracking*.

Belvoir is part of the Australia Council's National Performing Arts Partnership Framework and is seen as a leader in its field.

We receive funding from both Creative Australia and Create NSW which amounts to around 17-18% of income. Other income is derived from box office, development and commercial activities. The company is managed by a Board of Directors which is chaired by Sam Meers. The current Artistic and Executive Directors and co-CEOs are Eamon Flack and Aaron Beach.

More information, including annual reports and seasons, can be found at: www.belvoir.com.au