



**MARKETING MANAGER (NEW ROLE)
INFORMATION PACK**

UPDATED JANUARY 2025



August: Osage County, 2024. Photo: Brett Boardman

OVERVIEW

Job Profile:	<p>The Marketing Manager is responsible for executing Belvoir's production marketing, audience development and communication strategies that support Belvoir's artistic and business objectives.</p> <p>In collaboration with the Deputy Executive Director, Marketing, People & Community the role will develop, implement and execute Belvoir's strategic marketing plans, with a focus on reaching new and diverse audiences and maintaining retention.</p> <p>Support the management and utilisation of Belvoir's CRM database to increase subscriptions, ticket sales and support for the company.</p>
Hours:	<p>Full-time (38 hours per week) 9.30am – 5.30pm Monday - Friday Weekend and evening work will be required for theatre events, Board Meetings, and relevant functions.</p>
Salary:	<p>Commensurate to experience</p>
Package:	<p>11.5% Employer contribution to superannuation 20 days annual leave per annum accrued pro rata, with 17.5% leave loading payable in addition after twelve months. 10 days sick leave per annum pro rata</p>
Contract:	<p>6 months trial period, then ongoing</p>
Reporting to:	<p>The position reports to the Deputy Executive Director, Marketing, People & Community, and works with the Digital Content Coordinator and Communications Administrator.</p>
Deadline:	<p>Friday 21 March, 5pm.</p>
Starting:	<p>ASAP</p>
To Apply:	<p>Address the selection criteria. Include a resume. Include the names and daytime contacts of two referees. Maximum three pages</p>
Forward to:	<p>Fiona Hulton, Deputy Executive Director, Marketing, People & Community +61 (2) 9698 3344 18 Belvoir St, Surry Hills, NSW 2010 Or jobs@belvoir.com.au</p>



Lose to Win, 2024. Photo: Brett Boardman

KEY RESPONSIBILITIES

Campaign Development and Execution

- Develop and implement comprehensive marketing campaigns to promote Belvoir St Theatre productions and events.
- Coordinate and oversee advertising and email marketing strategies.
- Collaborate with internal teams and external agencies to create compelling marketing materials.
- Ensure consistency across all campaign material and adherence to the Belvoir brand.
- Collaborate with the Digital Content Coordinator on content creation to support show messaging and increase awareness of the Belvoir brand.
- Oversee the scheduling, coordination and delivery of the Company's marketing campaigns, ensuring the timely production and delivery of collateral across all company activities.
- In collaboration with the marketing team, manage the company website and email communication platform.

Audience Development & Growth

- Work with the Communications Administrator to identify target audiences and tailor messaging to increase ticket sales and engagement.
- Utilise audience data and insights to refine marketing strategies.
- Develop partnerships with media outlets, influencers, and community organisations, in collaboration with our publicity agency, to expand reach.
- In collaboration with the Digital Content Coordinator, to monitor trends and leverage digital tools to enhance audience engagement.

Budget & Performance Tracking

- Assist the Deputy Executive Director, Marketing, People & Community to develop and manage marketing budgets for campaigns, ensuring cost-effectiveness.
- Analyse campaign performance metrics and provide data-driven recommendations.
- Produce post-campaign reports with insights and future improvement strategies.

SELECTION CRITERIA

Aptitudes/Abilities/Skills

The successful applicant will demonstrate all of the following:

Aptitudes/Abilities/Skills

- Minimum of three years' experience in or marketing, preferably in the arts, including a proven understanding of the production process for marketing materials across multiple platforms (e.g. print, online).
- 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.
- Proactive, efficient and organised working style, with demonstrated ability to work in a context with a high volume of delivery.

Experience

- Experience working in publications development including editing and proofing
- Experience in implementing strategic marketing plans, including audience development strategies, preferably in the arts.
- Experience in the use of Microsoft office, Google Docs and Adobe Creative Cloud (including Photoshop).
- Experience in managing multiple deadlines and projects.

Desirable

- Tertiary qualification in Marketing or related field
- Ability to work with artists within the artistic process.
- Experience working within brand guidelines.
- Copywriting experience.

ABOUT US

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 professionals – formed a syndicate to buy the building and save the theatre. Forty 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 Shammam 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* and *Who’s Afraid of Virginia Woolf?*

Belvoir is part of the Australia Council’s National Performing Arts Partnership Framework and as such is seen as a leader in its field. We receive funding from both the Australia Council 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