



**DIGITAL MARKETING COORDINATOR
INFORMATION PACK**

UPDATED JULY 2026



Curious Incident of the Dog in the Night-Time, 2024. Photo: Brett Boardman

OVERVIEW

Job Profile:	The Digital Marketing Coordinator plays a key role in growing and engaging Belvoir's audiences across digital platforms. This position supports the strategic creation, coordination and delivery of high-impact digital content, including video storytelling, social campaigns, EDMs and website updates. You will work closely with the other Marketing team members and collaborate across the company, including Artistic, Development and Education, to bring Belvoir's stories to life online and ensure a cohesive and engaging digital presence.
Hours:	Full-time (38 hours per week) 9.30am – 5.30pm Monday - Friday Weekend and evening work will be required for theatre events and relevant functions.
Salary:	Commensurate experience. Available on request.
Package:	Employer contribution to superannuation as per national guarantee. 20 days annual leave per annum accrued pro rata, with 17.5% leave payable in addition after twelve months. 10 days sick leave per annum pro rata
Contract:	6 months trial period, then ongoing
Reporting to:	The position reports to the Marketing Manager and is directly supported by the Communications Administrator.
Deadline:	Friday 14 August, 5pm (AEDT)
Starting:	ASAP
To Apply:	Address the selection criteria in a cover letter (maximum three pages) Include a resume. Include the names and daytime contacts of two referees.
Apply to:	Fiona Hulton, Deputy Executive Director, Marketing, People & Community +61 (2) 9698 3344 18 Belvoir St, Surry Hills, NSW 2010 Or jobs@belvoir.com.au



Well-Behaved Women, 2024. Photo: Brett Boardman

KEY RESPONSIBILITIES

- Support the development and delivery of Belvoir's Marketing Strategy.
- Plan, create and schedule engaging digital content across social media, website and email platforms, aligned with production campaigns and brand storytelling.
- Work with internal teams and creative partners to capture and edit video, photography and behind-the-scenes content that builds audience connection and engagement.
- Use data insights to track performance and inform future content and campaign decisions.

Website and Email Marketing

- Contribute to maintaining Belvoir's website to ensure content is current, visually strong and optimised for user experience and SEO.
- Collaborate with the Communications Administrator: Copy to produce and send regular EDMs, ensuring strong visuals and clear audience segmentation.

Social Media Management

- Manage Belvoir's social media calendar, ensuring a consistent, creative and audience-focused voice across all channels.
- Monitor analytics, audience trends and engagement metrics to refine strategies and maximise reach.
- Build relationships with online communities and key influencers within the arts sector.

Photography, Video and Creative Assets

- Coordinate the documentation (stills and video) of Belvoir productions and events.
- Edit short-form video content for social and digital use.
- Manage Belvoir's digital asset library and archive, including copyright permissions.

Collaboration and Brand Development

- Liaise with Artistic, Development, Education and Box Office teams to identify and deliver content opportunities.
- Ensure brand consistency across all visual and digital materials.

SELECTION CRITERIA**Aptitudes/Abilities/Skills**

The successful applicant will demonstrate all of the following:

Aptitudes/Abilities/Skills

- Proven understanding of managing and producing digital content including video across websites and social media channels and website optimisation. 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

- Experience developing digital content and working with social media.
Experience working in filming and editing vlogging/behind the scenes video content
- Experience in the use of Microsoft office, Google Docs and Adobe Creative Cloud (including Photoshop) and video editing suites
- Experience in managing multiple deadlines and projects.

Desirable

- Ability to work with artists within the artistic process
- 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.

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 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* 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 Karen Moses. 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