

POSITION DESCRIPTION: Marketing Manager

POSITION:	Marketing Manager
REPORTS TO:	Executive Producer & Co-CEO
STATUS:	EFT 0.8 – 1.0 (4 - 5 Days Per Week)
CONTRACT PERIOD:	Until 31 December 2018**
DIRECT REPORTS:	Marketing Coordinator
SALARY:	\$65,000 - \$75,000 pro rata + PBI Salary Sacrificing Benefits*

Overview:

The Marketing Manager is responsible for developing and delivering Back to Back Theatre's marketing strategies and campaigns across all platforms, ensuring the company has a strong ongoing presence locally, nationally and globally. Championing the growth of the company's profile, the role works in collaboration with other staff to develop and strengthen relationships in Geelong and further afield and works closely with the Development Manager to help achieve Back to Back Theatre's development objectives. The Marketing Manager supports and guides each area of the company (including Community, Artistic and Touring) to realise their marketing objectives within the overall brand strategy. In addition to leading the Marketing department, the Marketing Manager also forms part of the company's Management team and plays a key role in strategy development, organisation management and improvement projects.

Responsibilities:

Marketing

- Develop and deliver the annual marketing strategy
- Develop and implement project-based marketing, promotional and publicity plans and campaigns
- Collaborate with local and international presenting partners to deliver marketing and publicity campaigns
- Co-ordinate third party and external marketing collaborators and contractors
- Issue media releases and secure media interviews and stories to build the company's profile and promote it's shows
- Build Back to Back Theatre's audience by seeking new opportunities to showcase the company's work
- Manage public relations functions including issues management with the Executive Producer
- Undertake market research as required and track the growth and engagement of the company's audience annually reporting to CEO's and board
- Develop and nurture new and existing industry and community relationships
- Deliver the Annual Report
- Manage the company's external communication platforms including overseeing the website, e-news platforms, social media and traditional media presence ensuring consistent messaging
- Develop & manage ensemble-led marketing projects to build new audiences
- Manage the development and delivery of all communications collateral including the development of text and artwork design
- Work with the ensemble and community participants to develop text, photographic and film content as needed
- Assist CEOs with the development of public pitches and presentations
- Oversee the accessibility of the company's communications and implement new approaches to improve accessibility

Development

- Work closely with the Development Manager to support the development and delivery of all development strategies
- Work closely with the Development team to create and implement communications plans, key messaging and new language for development stakeholders
- Create and deliver the visual content that communicates Development's campaigns to audiences
- Work closely with the Development Coordinator to deliver the major annual fundraising campaign

Projects

- Develop and deliver quality Marketing Information Packs and Press Kits for project partners and presenters
- Work in collaboration with presenters to develop and deliver communications campaigns including feedback on strategy, artwork development and coordinating media engagement
- Work in collaboration with other staff to ensure stakeholder and invitation lists are accurately maintained
- Ensure that all company supporters are appropriately acknowledged in all relevant documentation according to contract agreements
- Oversee the creation film and photographic documentation and its distribution
- Ensure high quality records for key stakeholders are maintained
- Event management duties
- Lead branding of new projects in collaboration with the Artistic Director
- Seek opportunities to build new audiences for existing works i.e. via film festivals

Finance

- Project annual spendings in line with the marketing strategy and annual artistic program
- Manage the marketing budget and devolved project budgets to ensure the best return on investment

Archive

- Manage the company's nationally significant 30-year archive and any related digitisation projects

Business Management

- Contribute to the leadership of the Marketing and Development Team
- Participate in planning via company management and staff meetings, and strategic planning reviews
- Update Policy & Procedures manual as required
- Contribute to the leadership of the organisation as part of the Management team

Human Resources

- Manage the Marketing Coordinator modelling positive leadership and ensuring appropriate training, skills and access to professional development opportunities
- Undertake staff development planning and reviews
- Ensure project staff are appropriately contracted in line with Back to Back EBA and legislation

Committee of Management

- With the Development Manager, contribute to the Marketing and Development Board Sub Committee meetings
- Submit clear and concise board reports, preparing and delivering presentations for the Board when required

Strategic Planning

- Participate in strategic planning via company and staff meetings and strategic planning reviews
- Develop and review Marketing strategies to strengthen the company brand
- Lead company Strategic Initiatives when required
- Contribute to the multi-year Business Plan
- Coordinate annual marketing and development planning days

Networks & Relationships

In conjunction with Executive Producer and Development Manager:

- Plan, implement and sustain a focused individual giving campaign that delivers resources to the company
- Build relationships in the community, with a focus on Geelong, and the arts and disability sectors
- Develop and nurture new and existing partnerships with business to support the company

Ensemble & Community Participant Support

All staff of Back to Back to Back Theatre are responsible for supporting the ensemble, as necessary. This responsibility can include:

- Facilitating the ensemble's active participation in the full life of the company
- Promote and comply with the 6 National Disability Service Standards and the 4 DHHS Standards

OH&S & Risk Management

All staff at Back to Back Theatre have a shared responsibility for contributing to a safe working environment. This includes the following responsibilities:

- Manage and maintain a safe working environment
- Identify areas of risk (physical and organisational) and bring these to the attention of the Executive Producer
- Ensure incidents are reported and addressed in line with company policy

Innovation

- Proactive role in developing and enhancing processes and practices to ensure Back to Back Theatre operations are continuously improved from the perspective of efficiency, timeliness, and quality.
- Participate in planning via company and staff meetings

Other

- Other duties as directed from time to time by the Executive Producer
- A valid Police Check is required for this role

Key Selection Criteria

- A relevant tertiary qualification and demonstrated work experience of at least three years in a relevant profession
- Experience in management, promotion and delivery of strategic marketing communications
- Proven ability to develop and implement strategies that lead to positive brand awareness and strong partnerships with key stakeholders
- Demonstrated ability to manage innovative website, social media, CRMs and other digital platforms to maximise audience engagement
- Experience in applying and interest in the latest media, technology and design trends
- Demonstrated experience in media relations
- Demonstrated capacity to lead projects and organise and priorities work effectively, modelling initiative and flexibility
- Exceptional verbal and written communication skills
- Experience working in theatre or the arts more broadly is desirable

* Back to Back Theatre is a registered Public Benevolent Institution (PBI) and is able to offer Salary Sacrifice benefits for this role. The amount of an employee's salary that can be salary sacrificed is limited by Fringe Benefit Tax (FBT) limits set by the Australian Taxation Office (ATO) and these are subject to change each year.

** Back to Back Theatre offers 12-month contracts to core staff each calendar year.

Applications

To apply, please send a cover letter of no more than 2-pages addressing the key selection criteria, along with your CV and the details of two referees combined into a single PDF or word document to recruitment@backtobacktheatre.com by **midnight Sunday 22 April 2018**.

Please note, referees will not be contacted without your consent.

Enquiries

Please direct enquiries to Alice Nash, Executive Producer & Co-CEO | alice@backtobacktheatre.com