

BACK TO BACK THEATRE

APPLICANT INFORMATION MARKETING & COMMUNICATIONS MANAGER

ABOUT THE WORK

Back to Back Theatre exists to create new forms of contemporary theatre imagined from the minds of a unique ensemble of actors with disabilities, giving voice to social and political issues that speak to all people. Based in the regional centre of Geelong, Back to Back has forged its own unique relationship to theatre, developing an original, distinctive artistic voice and a working process that supports its ensemble of actors with intellectual disabilities as its creative core. The company's recent body of work includes:

SMALL METAL OBJECTS: premiered at the 2005 Melbourne International Arts Festival; winner of the inaugural Age Critics' Special Commendation; nominated for a Helpmann Award for Best New Australian Work; and has toured to over 29 cities around the world including New York, Bristol, Paris, Linz, Copenhagen, Hamburg and Geelong.

FOOD COURT with The Necks: premiered at the 2009 Melbourne International Arts Festival; was nominated for 3 Helpmann Awards (Best New Australian Work, Best Original Score and Best Scenic Design); and has toured to the 2010 Adelaide Festival, London International Festival of Theatre at The Barbican; and 2011 No Limits *Internationales Theaterfestival* in Germany.

GANESH VERSUS THE THIRD REICH: won the 2010 Kit Denton Fellowship for courageous writing; premiered at the Malthouse Theatre as part of the 2011 Melbourne Festival. Audience and critics responded with acclaim; *The Age* awarding the production five stars and called it "courageous, confronting, intelligent and magisterially considered theatre."

ABOUT THE COMPANY

Back to Back Theatre is a winner of the prestigious Myer Foundation Performing Arts Award for its long-standing contribution to the development of Australian theatre and is housed in custom-refurbished premises in the Old Courthouse Building in the Geelong Arts Precinct. The company comprises a small but dedicated team in the areas of Artistic, Actors Ensemble, Production, and Management & Administration. The Artistic Director and Executive Producer are co-CEOs of the company and report to the Committee of Management.

The company's key goals for 2010 - 2012 are:

1. **Body of work:** Build and present a body of exceptional work that challenges theatrical, social and political convention
2. **Leadership:** Provide leadership to support the arts practice of others
3. **Sustainable Organisation:** Secure the resources to sustain our vision and scale of activity

For more information about Back to Back – including the 2010 Annual Report – please visit

<http://www.backtobacktheatre.com>

ABOUT THIS ROLE

This position is offered as a 12 month, fixed term Parental Leave Replacement role. Depending on the skills and experience of individuals, Back to Back Theatre is open to applicants with interest in this position as either full-time or part-time.

The Marketing & Communications Manager will be responsible for the ongoing marketing and communications activity associated with individual performance seasons and Back to Back's brand. S/he will also be responsible for generating publications like the Annual Report and managing the CRM database. With a strategic plan in place for 2012, the Marketing and Communications Manager will roll out the development of a new company website and associated digital marketing strategies. The launch of a major individual giving campaign is also planned for 2012. The Marketing & Communications Manager will oversee the strategic development of this program in collaboration with the Board and staff of Back to Back. This project will focus on stakeholder management including introducing and building relationships with high net worth individuals, the planning of associated events, and production of promotional materials. The Marketing & Communications Manager will also be instrumental in the development of the 2013-2015 marketing strategy plan.

BACK TO BACK THEATRE

POSITION DESCRIPTION

POSITION	MARKETING & COMMUNICATIONS MANAGER
STATUS	Full Time or Part Time <i>Note: This role is offered as a 12 month, fixed term Parental Leave Replacement position from January 2012.</i>
SALARY	\$50,000 - \$57,500 per annum (1.0FTE) plus superannuation As a Public Benevolent Institution (PBI), Back to Back Theatre offers salary packaging as per the ATO guidelines.
REPORTS TO	EXECUTIVE PRODUCER

POSITION SUMMARY

The Marketing & Communications Manager is responsible for developing, overseeing and implementing Back to Back Theatre's marketing and communications strategies, to ensure the company has a strong ongoing presence locally, nationally and globally. The Marketing & Communications Manager works in collaboration with other staff to develop and strengthen Back to Back's relationships in Geelong and further afield, including public, private and individual supporters.

AREAS OF RESPONSIBILITY

MARKETING

- Develop the marketing strategy in conjunction with Back to Back's Board and staff
- Implement the marketing strategy across all channels for brand and season campaigns
- Manage the production of all marketing materials and generate marketing copy
- Oversee Back to Back's CRM database
- Manage third party and external marketing collaborators and contractors
- Disseminate Back to Back's images and information about its shows to international and local theatre presenters
- Undertake market research
- Manage new and existing marketing partnerships

COMMUNICATIONS

- Manage Back to Back's media activity including fielding media requests, arranging interviews with and access to key artists and collaborators, logging & reporting on media received
- Manage direct mail campaigns including producing and distributing publications and other collateral (annual report, courtesy reporting, eNews letters)
- Facilitate the delivery of Back to Back's online communications across social media channels
- Maintain Back to Back's web presence including its website, external listings and arts websites
- Collating and analysing statistics and feedback on communications activities, contributing to ongoing improvement of the company's operations

STAKEHOLDER MANAGEMENT

In conjunction with the Executive Producer and other staff:

- Build relationships in the community, with a focus on Geelong, and the arts and disability sectors
- Develop and nurture new partnerships with business to support the company
- Contribute to bi-annual and other courtesy reporting to stakeholders
- Work in collaboration with other staff to ensure stakeholder information is accurately maintained
- Investigate further opportunities for support for the company including private donors

ARTISTIC PROJECTS

- Work in collaboration with project partners, including presenters, to deliver project marketing materials as necessary
- Ensure that the company's supporters are appropriately acknowledged across all relevant documentation (media and Marketing collateral, website, etc) -
- Oversee the creation of project and company imagery and documentation with the Artistic Director

FUNDING

- In conjunction with other staff, assist in the development of private and government relationships, including the drafting of proposals as required
- Oversee core and project-specific marketing budgets

STRATEGIC PLANNING

- Participate in strategic planning via company and staff meetings, and strategic planning reviews
- Develop next period marketing strategy

ENSEMBLE SUPPORT

- Support ensemble members to actively participate in the life of the company

KEY SELECTION CRITERIA

- 3 years' experience as a marketing executive
- Demonstrated ability to utilize a wide range of communication tools and marketing channels (digital environment, social media, publicity, advertising, events management)
- Experience in managing customer relations database and website management tools, including analytics and online content management systems
- Effective communication and negotiation skills and the ability to work with a broad range of stakeholders to develop partnerships
- Proven relationship management skills
- A passion for and interest in contemporary art
- Willingness to undergo a National Police Check

APPLICATIONS

- Back to Back Theatre is an Equal Opportunity Employer.
- Applications should include a covering letter, written response to the Key Selection Criteria, and a current CV with 2 referees to a maximum of 6 pages, submitted via email or post to:

recruitment@backtobacktheatre.com

Jaclyn Booton
General Manager
Back to Back Theatre
PO Box 1257
GEELONG VIC 3220

- Closing Date: Please note that applications received after **5pm Wednesday 16 November** will not be considered.
- All questions relating to the position should be directed to the General Manager on (03) 5221 2029.
- All applicants will be notified by email of the outcome of their application once the recruitment process has been completed. Applicants selected for an interview will be contacted by telephone.