

Marketing Manager

Position Profile	<p>The Marketing Manager is responsible for the marketing, sales, promotional and engagement activities of Canberra Youth Theatre. The Marketing Manager develops audiences and drives engagement across all our activities and programs: from theatre productions to workshops with young people.</p> <p>This involves utilising traditional and digital platforms, finding our audience wherever they are. You'll liaise with media and other stakeholders, develop and implement a marketing and communications plan, uphold and amplify the brand, and create and champion the voice of Canberra Youth Theatre.</p> <p>You are a creative and proactive person who will energetically support and develop big ideas in a small, committed team, and to contribute to multiple projects at once. This is the perfect role for someone who is passionate about bringing theatre, young people, and audiences together.</p>
Reports to	Artistic Director & CEO
Key Internal Relationships	Artistic Director & CEO, Administration and Marketing Coordinator, Administrator and Workshops Manager, Associate Producer.
Key External Relationships	<ul style="list-style-type: none">• Young people and their families• Media• Ainslie and Gorman Arts Centres• Arts organisations and venues• Audiences• Donors, philanthropic trusts, foundations and corporate sponsors• ACT Government (artsACT)• Contractors and suppliers• Schools and teachers• Contracted artistic and production staff• Web developer
Position type	Part-time (0.6 FTE) 3 days per week (22.5 hours)
Contract Term	Two-year fixed term contract with potential for extension. Three-month probationary period
Salary	\$36,000 (\$60,000 pro-rata) including standard leave entitlements, plus superannuation.
Location	Gorman Arts Centre - Batman Street, Braddon, ACT
Special Conditions	Due to the nature of this role, this position may require additional hours and work outside of normal office hours in peak periods, especially during productions, compensated with time off in lieu. This job description may change from time to time with due consultation to meet the changing needs of the company.
Applications due	Applications will be reviewed as they are received, with a closing date of Wednesday 4 May 2022 at 5pm

Key Duties and Responsibilities

Stakeholder Engagement and Development

- Develop, implement and update the company's strategic engagement and communication plans, with an aim to:
 - Grow awareness and understanding of our profile and brand.
 - Increase participation of young people in our artistic programs.
 - Develop audiences, and engage alumni, education, and community sectors.
 - Support the development and management of relationships with donors, sponsors, and funders.

Marketing & Communications

- Develop communications and marketing campaigns consistent with the company's engagement targets, financial goals, and values.
- Create imaginative, high-quality content including captivating copy, images, and video, engage audiences across platforms.
- Develop and deploy creative communications across digital and print platforms, including but not limited to advertising, publicity, fundraising, and stakeholder engagement.
- Manage the design, creation and distribution of all promotional materials for the company, including season brochures, posters, postcards, social media images, corporate documents, and materials for venues and partner organisations.
- Ensure the company's brand and style guide is maintained across all areas of communications, including tone of voice and visual design.
- Manage relationships with key contractors including graphic designers, printers, photographers, and website developers.
- Maintain the company website.
- Build key relationships with third party networks, press and social media influencers to expand our network.
- Assist in the management of the company's CRM software (TicketSearch, Mailchimp) for all database and communication requirements.
- Research and analyse qualitative and quantitative data to report on the impact of our activities, better understand and grow our audiences, and develop targeted marketing strategies.
- Build and maintain strong relationships with media, in particular arts and culture, and maintain the media database.

Administration

- Support productions by maintaining opening night lists, and liaising with external venues' box office and marketing departments.
- Ensure the ongoing maintenance, integrity and efficiency of databases, including media and digital file storage, and physical archives.
- Attend meetings, provide general administrative assistance, reception duties, and organisational support for productions and special events as required.
- Provide marketing support and guidance to emerging artists.

Selection Criteria

Please address the following. Your responses should provide at least one example that demonstrates the necessary experience:

Essential skills you'll need

- Tertiary qualifications or equivalent experience in a relevant field (ie. stakeholder engagement, communications, design, marketing, and/or public relations).
- Demonstrated experience in developing and implementing engagement, marketing and/or communications campaigns across multiple platforms to develop and maintain participants and/or audiences.
- Demonstrated experience in producing digital and print marketing materials with creative flair and a high level of attention to detail.
- Excellent interpersonal skills and the ability to communicate confidently and persuasively.
- Ability to build, develop and maintain strong relationships with a wide range of stakeholders, including young people, families, schools, arts and community organisations, businesses and donors.
- Highly motivated with an ability to prioritise work effectively and meet competing deadlines.
- Experience with Wordpress and Adobe InDesign.

Bonus points for...

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator and Premiere Pro).
- Knowledge/experience working in an arts company or an understanding of theatre practice.
- Knowledge of and established contacts within the media sector in the Canberra region.
- Knowledge of and established contacts within the education sector in the Canberra region.
- Established skills in digital photography and/or familiarity with operating a DSLR camera.

Work Requirements

Canberra Youth Theatre is a child-safe organisation and committed to the safety and wellbeing of all young people accessing our programs. The successful applicant will be required to obtain and maintain the following:

- a current Working with Vulnerable People registration
 - a current First Aid Certificate.
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How To Apply

Applicants should submit the following as one single PDF document:

- A written application (no more than 2 pages) addressing the Selection Criteria above
- A current CV
- Contact details of 2 referees.

Applications should be emailed with Marketing Manager in the subject line by Wednesday 4 May 2022 at 5pm to luke@canberrayouththeatre.com.au

If you would like to discuss the position in more detail, please contact Luke Rogers by email on luke@canberrayouththeatre.com.au

Additional Information

Canberra Youth Theatre is an inclusive organisation, committed to providing a platform for diverse voices across all levels of our organisation. We strongly encourage applications from First Nations people, those who are culturally and linguistically diverse, people of all abilities, and people from LGBTQIA+ communities.

Company Information

Canberra Youth Theatre is one of the leading youth arts companies in Australia, celebrating our 50th anniversary in 2022.

We create opportunities for young people to collaborate, develop their artistic skills and create pathways to the professional arts sector. We advocate for and amplify the voices of young people, providing a space for them to discover and express their creative selves. We produce powerful theatre where young artists ignite urgent conversations, challenge the forces that shape them, and invite us to see the world from new perspectives.

Canberra Youth Theatre is the voice of youth expressed through intelligent and challenging theatre.

www.canberrayouththeatre.com.au