

Thank you for your interest in Merrigong Theatre Company's current vacancy for

Marketing Campaign Coordinator

Please note all applications must include:

1. A current CV including:
 - a. Full name
 - b. Phone number/s
 - c. Email address
 - d. Mailing address
 - e. Contact details for at least two referees

2. Responses to the selection criteria. You should directly respond to each of the Essential and Desirable Criteria outlined in the position description. Your application **may not be considered** if this is not included.

Notes for addressing the selection criteria:

You need to include a short paragraph explaining and describing how you meet each and every selection criteria listed in the Position Description, giving examples wherever possible. You should include details that highlight your experience, skills, knowledge and qualifications that are relevant to the position.

Applications for this position close at 5pm Friday 31 March 2017. Applications should be emailed directly to recruitment@merrigong.com.au or posted to:

Attention: Recruitment
Merrigong Theatre Company
PO Box 786
Wollongong NSW 2520

If you require further information about the position, please do not hesitate to send an email to recruitment@merrigong.com.au including a phone number if you would like a return call.

Position Description

POSITION: Marketing Campaign Coordinator

CATEGORY: Full Time

As part of the Marketing team, the Marketing Campaign Coordinator will deliver integrated marketing communication activities for a diverse range of Merrigong Theatre Company’s programs, and will have excellent communication skills and the ability to manage time and multiple projects effectively.

POSITION OBJECTIVES:

1. Coordinate the implementation of all aspects of Merrigong’s strategic/commercial programming and youth engagement programs’ integrated marketing communications.
2. Work with the Marketing Content Coordinator to deliver the entire suite of digital marketing activity.
3. Work with the Box Office Manager to ensure a seamless interface of the Company’s marketing and box office functions.

KEY RESPONSIBILITIES

Position Objective 1:

- Plan and implement integrated marketing communications for Merrigong’s strategic/commercial programming and youth engagement programs.
- Monitor marketing results, and work with Marketing and Development Manager to instigate corrective action to guarantee the achievement of marketing objectives.
- Prepare marketing campaign budgets, authorise expenditures and track project costs to control expenses.
- Build and maintain relationships with media representatives.
- Ensure adherence to corporate identity standards.
- Provide regular reports and analysis on activities.
- Assist the Marketing and Development Manager by delivering agreed benefits to sponsors associated with the program.

Position Objective 2:

- Brief the Marketing Content Coordinator to ensure innovative digital campaigns are developed, implemented, and delivered.

Position Objective 3:

- Work with the Box Office Manager to ensure that the box office operation is fully integrated into marketing strategies and that data collection, reporting and analysis maximises the Company’s understanding of its audience, as well as its CRM and sales capability.

General:

- Work closely and maintain effective relationships with external providers.
- Other duties as required by the Marketing and Development Manager within the scope of the position.

ORGANISATIONAL RELATIONSHIPS

Reports To: Marketing and Development Manager
Internal Liaisons: Staff and volunteers
External Liaisons: Patrons, performing arts organisations, venue hirers, graphic designers, Council staff, suppliers, sponsors

SKILL REQUIREMENTS

Essential Criteria

- Minimum 3 years in a marketing or communications role.
- Excellent verbal and written communication skills and experience across a range of usages and mediums.
- Experience in coordinating projects from start to completion.
- Experience writing for a variety of different publications and electronic media.
- Experience in planning, briefing and delivering printed and digital marketing collateral.
- Understanding of traditional and digital marketing strategies.
- Ability to manage time effectively and efficiently in order to meet a large number of competing deadlines.
- Excellent organisational skills.
- Strong customer service focus.
- Computer literate and able to work in a PC environment.

Desirable Criteria

- Tertiary qualifications in Marketing or Communication, or a related discipline.
- Previous experience in a similar position.
- Experience with website content management systems.
- Experience with database management.
- Knowledge of the performing arts industry.
- Working knowledge of Adobe Creative Suite tools.
- Understanding of privacy principles.
- Understanding of WH&S principles and regulations.
- Driver's Licence.

Attributes

The appointee shall:

- Have excellent copywriting skills.
- Display an understanding of commercially successful marketing campaigns.
- Be audience and patron focussed.
- Be highly organised.
- Have a methodical approach to his/her work.
- Be a team player.
- Be able to work efficiently in a busy team and open plan office.
- Be able to show initiative and ability to problem solve.
- Display very good attention to detail.
- Have a passion for the arts.
- Have a positive attitude.

SPECIAL CONDITIONS

- Some work outside of regular hours (evening or weekend) will be required on occasion.
- Attendance at Merrigong events will be required.