

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

Marketing & Development Manager

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 how you meet each of the 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.

The successful candidate for the role will need to show a high level of initiative, strong communication skills and relevant industry knowledge and experience. They will also contribute to a positive team and work culture.

Merrigong encourages applications from diverse backgrounds including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds and people with disabilities.

Applications for this position close at 5pm on Friday, 3 August 2018. 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.

Note interviews will be held the week beginning 20 August 2018.

SEE POSITION DESCRIPTION BELOW



Position Description

POSITION: Marketing and Development Manager

CATEGORY: Full Time, 38 hours per week.

POSITION OBJECTIVES:

1. Manage and lead the marketing team to ensure the implementation of all aspects of the Company's marketing activity including advertising, direct marketing, publicity, online and e-marketing, social networking and the like.
2. Develop, manage and grow philanthropic and corporate sponsorship programs.
3. Develop and implement strategies to position and develop the Merrigong Theatre Co brand.
4. 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:

- Lead the marketing team in all aspects of campaign delivery.
- Drive innovation in the Company's marketing, ensuring the Company is at the leading edge of arts marketing in Australia.
- Overseeing the planning and execution of marketing strategies and campaigns for the Company's range of products and services.
- Ensure effective control of marketing results, and take corrective action to guarantee the achievement of marketing objectives falls within designated budgets.
- Oversee the Company's media activity, utilising external and / or in house resources.
- Build and maintain relationships with media representatives.
- Attend all departmental and staff meetings, and provide input into the development of policies and procedures for the marketing and box office areas.
- Ensure adherence to corporate identity standards.
- Provide regular reports and analysis on activities.

Position Objective 2:

- Develop and drive strategies to strengthen and grow existing corporate partnerships and develop new ones.
- Develop and drive strategies around philanthropic revenues, both private and organisational.
- Oversee the development and implementation of strong processes for the servicing of, and delivery of benefits to, the company's philanthropic and corporate partners

Position Objective 3:

- Work with the Artistic Director / CEO to develop a strategic brand development plan.
- Implement strategies, both short and long-term in support of that plan.

- Manage the implementation of research to inform the development and monitoring of the Company's marketing strategies.

Position Objective 4:

- 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.
- Oversee and assist the Box Office Manager in driving innovation and improvement in the Box Office operation.

General:

- This position also fulfils the role of Privacy Officer for the Company.
- Other responsibilities in keeping with the role of the position, as requested by the Artistic Director / CEO.

ORGANISATIONAL RELATIONSHIPS

Reports To: General Manager

Direct Reports: Marketing Campaign Specialist (Artistic), Marketing Campaign Coordinator (Strategic Events), Marketing Campaign Coordinator (Hirer Events), Marketing Coordinator (Digital Content), Box Office Manager, occasional casual staff and volunteers.

SKILL REQUIREMENTS

Essential Criteria

- ◆ Demonstrated experience in arts marketing at a senior level.
- ◆ Experience in developing strategic marketing plans.
- ◆ Demonstrated ability to lead, inspire and manage teams.
- ◆ Demonstrated knowledge of and experience working with a range of marketing techniques, including advertising, direct marketing, publicity, online and e-marketing, social networking and the like.
- ◆ Demonstrated ability to develop and implement strategic marketing, communications and brand development plans.
- ◆ Knowledge of digital marketing channels, current innovative marketing practices and cutting-edge tools.
- ◆ Excellent communication skills, especially the ability to write in a range of styles, dependent upon the medium and the recipient.
- ◆ Excellent interpersonal skills and a proven track record in establishing and fostering relationships with key organisational stakeholders.
- ◆ Proven ability to manage time effectively and prioritise a heavy workload.
- ◆ Computer literacy and experience working in a PC environment.

Desirable Criteria

- ◆ Formal qualifications in marketing, communications, arts administration or relevant area.

SPECIAL CONDITIONS

- ◆ Attendance at Merrigong events will be required.