

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

Marketing Coordinator – Digital Content

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 describing 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 Monday 16 July 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.

SEE POSITION DESCRIPTION BELOW



Position Description

POSITION: Marketing Coordinator (Digital Content)

CATEGORY: Full Time/Part-time, six month contract

As part of the Marketing team, the Marketing Coordinator (Digital Content) is responsible for ensuring a positive visitor experience for the public from the moment they engage on-site or online with Merrigong Theatre Company's managed venues, the Illawarra Performing Arts Centre, Wollongong Town Hall and the on-site café.

The position is responsible for delivering MTC's digital strategy and e-communications across a range of platforms in line with contemporary marketing practices.

This is a key role in the implementation of MTC's digital marketing campaigns. The role manages online content and uses the company's patron database and web analytics to target communications and monitor impact. The role maintains a high level of internal and external communications; from internal departments to sponsors, government, hirers, co-presenters, suppliers and most importantly audiences.

There is a strong focus on digital content including overseeing the implementation and ongoing maintenance of the Merrigong Theatre Company website, digital marketing campaigns including social media campaigns and all online promotional activity for Merrigong Theatre Company consistent with budgetary requirements, marketing strategies and the Company's brand.

The Marketing Coordinator (Digital Content) will have impeccable time management skills, a solid understanding of the digital landscape and functionality, the ability to build and nurture contacts and a track record of using digital campaign tools.

POSITION OBJECTIVES:

1. In consultation with the Marketing team implement timely, effective and innovative online and social media marketing and promotional strategies that increase audience attendance to performances and events and brand awareness, and provide post analysis reporting.
2. Clear and consistent branding, messaging and tone of voice across online content and social media engagement keeping MTC's values at the core.
3. Ongoing analysis of digital platforms and marketing activities utilising key data within the context of current audience development trends.
4. Coordinate venue marketing, inclusive of on-site café, which includes internal and external digital signage and materials across two venues.

KEY RESPONSIBILITIES

Position Objective 1:

- Implementation of online communications, promotions and advertising utilising a variety of online mediums.
- Live and timely response to update the social media channels daily and respond to comments.
- Understand and adhere to Merrigong's various policies and procedures regarding social media, privacy and crisis management.
- Utilise databases to effectively target patrons to generate ticket sales and Café patronage.
- Collate online statistics and build reports for all online advertising and activity and start to quantify ROI from online advertising to tickets purchased.
- 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.
- Ensure adherence to corporate identity standards.
- Input into the planning of Merrigong event marketing campaigns.

Position Objective 2:

- Coordinate the production of high quality, audience-focussed marketing tools (broadcast and digital) that consistently meet deadlines and within budget requirements.
- Video and photography production.
- Create and monitor online advertising (Facebook, Google AdWords, Youtube Ads, etc).
- Present at all significant events to create online content including images and interviews.
- Create and manage EDMs in Mailchimp from existing templates and ability to create new templates and one-off communication pieces.
- Write copy for a variety of marketing platforms.
- Undertaking web maintenance and minor web design (uploading content).

Position Objective 3:

- Provide timely monthly and quarterly analytic reports on web usage, ticket marketing codes, social media activity and survey responses.

Position Objective 4:

- Develop on-site campaigns for the venues, including The Social café.
- Coordinate the delivery of venue signage and collateral materials and manage the delivery and installation schedule.

General:

- Assist the Marketing and Development Manager by delivering agreed benefits to sponsors.
- Work closely and maintain effective relationships with external providers.
- Other duties as required by the Marketing and Development Manager and the marketing team in the delivery of the company's marketing activities (includes writing WAVE id's, coordination of quarterly printed 'What's On).

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

- Tertiary qualifications in marketing, digital marketing/media, or a related discipline.
- Demonstrated experience in overseeing the implementation of email marketing, social media campaigns, websites, mobile applications, traditional and digital marketing strategies, SEO and online advertising and promotional strategies.
- Experience using website CMS, mobile application CMS, Google Analytics, Google AdWords, Survey Monkey, database management, mailchimp, Canva, Hootsuite, Facebook insights and Adobe Creative Suite tools.
- Minimum of two years experience in planning and delivering printed and digital marketing collateral.
- Excellent literacy, writing, editing and proofing skills and outstanding communication and interpersonal skills.
- Ability to think creatively and strategically.
- Ability to manage complex tasks, challenging projects and competing deadlines.

Desirable Criteria

- Knowledge of the performing arts industry.
- Photographic skills.
- Knowledge of SABO or similar ticketing system.
- Understanding of privacy and social media 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 digital 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 good humour, with a positive and enthusiastic outlook.

SPECIAL CONDITIONS

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