

## **Marketing Coordinator (Digital Content)**

**Merrigong Theatre Company** is a not for profit company which operates Wollongong's premier performing arts venues, Illawarra Performing Arts Centre (IPAC) and the Wollongong Town Hall. The company commissions, produces, presents and tours professional theatre. With two venues for hire, Merrigong also hosts numerous commercial and community performing arts events. We are seeking applications for a passionate marketing coordinator who will be responsible for delivering Merrigong's digital strategy and e-comms across a range of platforms. This position is part time, 30 hours per week, with the spread of hours to be negotiated with the successful applicant.

This is a vital position within our Marketing team. The Marketing Coordinator (Digital Content) oversees online content across numerous digital platforms, including websites, social media channels, EDMs, ticketing platforms, display advertising, digital signage and more, and uses relevant tools to monitor their impact.

### **PLEASE SEE THE DETAILS BELOW ON HOW TO APPLY**

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. Your application must provide details on 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. A couple of dot points or sentences on each is all that is required. Your application **may not be considered** if these details are not included.

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 4 March 2019. Applications should be emailed directly to [recruitment@merrigong.com.au](mailto: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](mailto:recruitment@merrigong.com.au) including a phone number if you would like a return call.

**SEE POSITION DESCRIPTION BELOW**



## Position Description

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<b><u>POSITION:</u></b>	Marketing Coordinator (Digital Content)
<b><u>CATEGORY:</u></b>	Part time, 30 hours per week
<b><u>SALARY RANGE:</u></b>	\$41,800 - \$43,400 depending on qualifications and experience

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As part of the marketing team, the Marketing Coordinator (Digital Content) is responsible for delivering Merrigong Theatre Company's digital strategy and e-comms across a range of platforms.

A key role in the marketing team, the role oversees online content across numerous digital platforms, including websites, social media channels, EDMs, ticketing platforms, display advertising, digital signage and more, and uses relevant tools to monitor their impact.

The Marketing Coordinator (Digital Content) is also responsible for ensuring a positive visitor experience for the public from the moment they engage online with Merrigong Theatre Company's venues, the Illawarra Performing Arts Centre, Wollongong Town Hall and the on-site café, managing frontline communications across all digital channels.

The Marketing Coordinator (Digital Content) will have impeccable time management skills, excellent written communication skills, the ability to create effective and engaging marketing content, good photography and image editing skills, and a track record of using digital marketing tools. Performing arts marketing experience is favourable, but not essential.

### **POSITION OBJECTIVES:**

1. Oversee the Company's online and digital presence, including web and social media, ensuring all content is timely, accurate and adheres to Company style guidelines.
2. Provide support to the marketing team to implement timely, effective and innovative digital marketing and promotional campaign activity.
3. Ongoing analysis of digital platforms and marketing activities utilising key data within the context of current audience development trends.
4. Coordinate and deliver patron-facing venue marketing, inclusive of on-site café and bars, which includes internal and external digital signage and materials across two venues.

### **KEY RESPONSIBILITIES**

#### **Position Objective 1:**

- Manage the Company's social media channels, ensuring clear and consistent branding and messaging, and accurate and timely responses to user engagement and interaction.
- Manage the Company's website content and digital listings, ensuring all content is accurate, accessible and of an excellent standard.
- Manage the Company's digital marketing assets.
- Create effective and engaging digital content that supports the Company's sales and brand objectives.
- Ensure the Company's social media profiles maintain a 100% response rate and excellent standard of customer service.

- Understand and adhere to Merrigong’s various policies and procedures regarding service standards and privacy policies.

**Position Objective 2:**

- Utilise databases and other relevant platforms to effectively target patrons to achieve marketing objectives.
- Create and deliver effective digital marketing communications, including EDMs and newsletters.
- Create timely and accurate online events and event listings.
- Collate online statistics and build reports measuring online activity.
- Create and monitor online advertising (Facebook, Google Ads, Youtube Ads, etc).
- 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 audiences.
- Input into the planning and delivery of Merrigong event marketing campaigns.

**Position Objective 3:**

- Provide timely monthly and quarterly analytic reports on key digital metrics including web usage, ticket marketing codes, social media activity and survey responses.
- Research and provide input into best practice digital marketing tools and practices.

**Position Objective 4:**

- Manage the Company’s digital and physical signage assets, ensuring consistently high level of presentation across all of our venues.
- Coordinate marketing promotional campaigns and activity to support the success of The Social café and bars.

**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**

- Tertiary qualifications in marketing, digital marketing, media, or a related discipline.
- Excellent written communication skills and experience across a range of usages and mediums.
- Strong customer service focus.
- Demonstrated experience in email marketing, social media campaigns, websites, digital marketing strategies, SEO and online advertising and promotional strategies.
- Experience using any of the following: WordPress CMS, Google Analytics, Google Ads, Survey Monkey, Mailchimp, Typito, Canva, Hootsuite, Facebook Insights and Adobe Creative Suite tools.
- Ability to manage complex tasks, challenging projects and competing deadlines.
- Photographic skills.

**Desirable Criteria**

- Understanding of traditional marketing strategies.
- Knowledge of the performing arts industry.
- Video editing skills.
- Knowledge of SABO or other ticketing system.
- Understanding of privacy principles.
- Understanding of WH&S principles and regulations.
- Driver's Licence.

**Attributes**

The appointee shall:

- Display an understanding of commercially successful digital marketing campaigns.
- 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.