

Marketing Coordinator – Hirer and Venue (Maternity Relief)

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 nurturing and maintaining relationships with a range of producers, promoters and stakeholders, maintaining up-to-date and accurate databases, and supporting hirers in marketing their events to local audiences. This position is part time, 22.5 hours per week, with the spread of hours to be negotiated with the successful applicant. This is a short term contract, maternity relief position, commencing in October 2019 with the end date to be advised subject to the incumbent's return.

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 essential and desirable 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 criteria is all that is required. **Your application may not be considered if each of the selection criteria are not addressed.**

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 13 September 2019. 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 WHICH INCLUDES THE SELECTION CRITERIA BELOW



Position Description

<u>POSITION:</u>	Marketing Coordinator – Hirer and Venue (Maternity Relief)
<u>CATEGORY:</u>	Part-time (22.5 hours) – Short term contract up to 12 months
<u>SALARY RANGE:</u>	FTE: \$50,000 - \$56,000 depending on qualifications and experience

As part of the Marketing team, the Marketing Coordinator - Hirer and Venue (Maternity Relief) will deliver integrated marketing communication activities for our venues, and for a diverse range of hirer events. This position will involve nurturing and maintaining relationships with a range of producers, promoters and stakeholders, maintaining up-to-date and accurate databases, and supporting hirers in marketing their events to local audiences.

POSITION OBJECTIVES:

1. Maintain and develop hirer marketing relationships.
2. Coordinate integrated marketing communication opportunities for hirers of the Illawarra Performing Arts Centre and the Wollongong Town Hall.
3. Work with the Marketing Coordinator (Digital Content) to deliver the entire suite of digital marketing activity.
4. Work with the Box Office Manager to ensure a seamless interface of the Hirer's marketing and box office functions.

KEY RESPONSIBILITIES

Position Objective 1:

- Work closely with the program team and venue hirers to ensure exceptional levels of customer service are met.
- Engage with new and existing hirers to encourage repeat business.
- Develop relationships with hirers, assisting them in meeting their targets, and ensuring that Merrigong's venues are the first choice for hirers.
- Develop a suite of hirer communication tools that reflect the professionalism of the venue and assist with hirer engagement.

Position Objective 2:

- Manage, schedule and coordinate all marketing opportunities (complimentary and paid) for hirers of the Illawarra Performing Arts Centre and Wollongong Town Hall.
- Coordinate the design and delivery of venue promotional materials and campaigns e.g. 'What's On' brochure, venue hire materials.
- Monitor marketing results, and work with Marketing and Development Manager to instigate corrective action to guarantee the achievement of marketing objectives.

Position Objective 3:

- Work with the Marketing Coordinator (Digital Content) to ensure digital marketing opportunities are delivered for hirer events.

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.

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**

- Demonstrated experience in a marketing, events or communications role.
- Excellent verbal and written communication skills and experience across a range of usages and mediums.
- Strong customer service focus and relationship management.
- Experience in coordinating projects from start to completion.
- 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.
- 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 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.