

HOW TO APPLY

Marketing Coordinator – Commercial & Venue (Full-Time).

All applications must include the following:

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

Please include a short paragraph describing how you meet each of the selection criteria (essential & desirable) listed in the Position Description (see below). It is helpful to give examples wherever possible. You should include details that highlight the experience, skills, knowledge, and qualifications that you would bring to the position.

Applications for this position **close at 5.00pm on Friday 5 November 2021**. Applications should be emailed directly to recruitment@merrigong.com.au

If you require further information about the position, please email Edie Watt, Marketing & Development Manager: ewatt@merrigong.com.au



Position Description

POSITION: Marketing Coordinator | Commercial & Venue

CATEGORY: Full time

SALARY: \$60,000 (plus super)

As part of the Marketing team, the Marketing Coordinator is responsible for the planning and delivery of integrated marketing, communications and publicity activity for a range of commercial programs and events across our venues.

The role is responsible for delivering timely, creative and effective marketing campaigns that drive sales, attendance and engagement, and enhance the profile of our programs and venues.

POSITION OBJECTIVES:

1. Coordinate and deliver marketing campaigns for a wide range of commercial events and programs
2. Coordinate and deliver marketing and communications that promote the company's venues
3. Coordinate and deliver integrated marketing opportunities for venue hirers
4. Work with key venue stakeholders to ensure a seamless interface across marketing, sales, visitor experience.

KEY RESPONSIBILITIES

Position Objective 1:

- Plan and implement effective integrated marketing campaigns for a diverse range of commercial events and programs (including advertising, publicity, direct marketing, printed programs, promotions and social media.)
- Create and deliver a range of marketing materials across print, signage and online
- Prepare marketing campaign budgets, authorise expenditure and track project costs.
- Monitor marketing and sales results, providing reports and analysis on activities.
- Ensure adherence to corporate and brand identity standards.
- Manage PR and media campaign activity, utilising external and/or in-house resources.
- Build and maintain relationships with media representatives.
- Work with the Marketing and Development Manager to deliver agreed sponsor benefits.
- Work with the Marketing and Development Manager to instigate corrective action where required to ensure the achievement of marketing objectives.

Position Objective 2:

- Coordinate and deliver a range of printed and online marketing materials that promote the company's venues and activities.
- Coordinate marketing and promotional campaigns and activity to support the success of The Social café and bars.

- Ensure a high level of accuracy and professional presentation across the venues at all times.
- Work closely with a range of stakeholders and suppliers to create and distribute marketing materials.
- Ensure that marketing and promotional activities reflect the professionalism and values of the organisation.

Position Objective 3:

- Provide high-level marketing support to venue hirers, with a focus on to deliver excellent communication and customer service.
- Work closely with the Company’s program team to ensure seamless service to venue hirers.
- Develop and nurture productive relationships with venue hirers to ensure that Merrigong’s venues are the first choice for performing arts events in our region.
- Monitor sales and marketing results, and work with Marketing and Development Manager to instigate corrective action to guarantee the achievement of marketing objectives.

Position Objective 4:

- Work with the Box Office Manager to ensure that the box office operation is integrated into marketing strategies.
- Work with the FOH and F&B teams to provide marketing support to deliver commercial and visitor experience objectives.
- Ensure materials and briefs are provided to the Marketing Coordinator (Digital Content) for all events and programs.
- Ensure a high standard of inter-team communication and collaboration.
- Ensure that data collection maximises the Company’s understanding of its audience, as well as its CRM and sales capability.

General:

- Attend departmental and staff meetings, and provide input into the development of policies and procedures for the marketing and box office areas.
- 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, interns and volunteers
External Liaisons:	Patrons, performing arts organisations, performing arts producers and promoters, artists, graphic designers, Council staff, suppliers, sponsors, media.

SKILL REQUIREMENTS

Essential Criteria

- At least 3 years demonstrated experience in a marketing or communications role.
- Tertiary qualifications in marketing, communications or other relevant area.
- Experience creating and implementing strategic marketing plans (including advertising, direct marketing, publicity and digital marketing activity)
- Experience managing marketing budgets
- Excellent verbal and written communication skills, and the ability to write for a range of audiences.
- Experience planning, briefing and delivering printed and broadcast marketing collateral.
- Excellent interpersonal skills and a proven record of establishing and fostering networks.
- Proven ability to manage time effectively and prioritise a heavy workload.

- A keen eye for visual design.
- Working knowledge of Adobe Creative Suite tools (PhotoShop and/or InDesign) or other graphic design platforms.
- Understanding of privacy principles.

Desirable Criteria

- Strong knowledge of and interest in the performing arts / entertainment sector.
- Experience with ticketing or similar database systems.
- Video editing skills.
- Experience with website content management systems.
- Understanding of WH&S principles and regulations.
- Driver's Licence.

Attributes

The appointee should:

- Be used to dealing with the public and enjoy interacting with people.
- Be audience and patron focused.
- Be able to work efficiently in a busy team and open plan office.
- Be able to show initiative and ability to problem solve.
- Be highly organised.
- Be a team player.
- Display very good attention to detail.
- Have a positive, can-do attitude.

SPECIAL CONDITIONS

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