



MARKETING COORDINATOR, CAMPAIGNS

Thank you for your interest in the position of Marketing Coordinator, Campaigns.

As a member of Sydney Theatre Company's marketing team, the Marketing Coordinator is responsible for devising and implementing innovative, targeted and effective sales and marketing campaigns for Sydney Theatre Company (STC) productions and departmental programs and projects.

Aside from the information outlined in the job description, other relevant details of the position are:

1. Hours of Work

The usual hours of work are 9am - 5pm Monday to Friday. However, the requirements of this position require a degree of flexibility. Some additional or outside of usual hours work is required to meet our changing business needs and the demands of your role.

The position is based at Wharf 4/5, 15 Hickson Road, Walsh Bay.

2. Salary and Entitlements

- Salary is dependent on skills and experience
- 4 weeks annual leave
- 11% superannuation
- Complimentary tickets to STC productions, subject to availability

3. Vaccination Policy

Please note the Sydney Theatre Company currently requires all staff, contractors, and visitors to our workspaces and venues to be fully vaccinated. This is currently in place until the 31st December 2021 and will be reviewed in the future.

4. Application

In order to make your application for this position, please forward:

- Your CV
- A cover letter briefly outlining how your experience is applicable to the Key Selection Criteria. Please note; applications will not be considered if your cover letter does not reference the particular expertise specified in the Key Selection Criteria.

KEY SELECTION CRITERIA

Essential

- Proven experience in and thorough understanding of above-the-line advertising, the print production process, agency liaison, media buying and all other aspects required in the delivery of complete marketing strategies
- Excellent communication, relationship management and negotiation skills
- Commitment to maintaining and developing existing and future audiences
- Strong project management skills and an ability to prioritise competing work commitments
- Excellent administrative skills including and experience with budgeting
- Intermediate proficiency in Microsoft Office Suite
- Willingness to take direction and work as part of a team
- Impeccable attention to detail

Desirable

- Experience in arts marketing is desirable
- Interest in performing arts and entertainment
- An undergraduate degree in marketing, communications, arts or social science
- Knowledge of Adobe Creative Suite, Tessitura is useful, but not essential

To apply

For a copy of the complete Job Pack including the full Position Description, please visit our website:

<https://www.sydneytheatre.com.au/about/careers>

Please forward your application to Courtney Giles, A/HR Manager, recruitment@sydneytheatre.com.au.

For enquires specifically relating to the role

Contact Alexia Saeck, Marketing Manager, asaeck@sydneytheatre.com.au.

Closing date

Closing date for applications is 9am Monday 25th October 2021.

Interviews

Interviews will be held via Zoom.

Other

Must be Australian resident or hold current, appropriate working visa.

Sydney Theatre Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTQI+) people.

For a full copy of the Sydney Theatre Company's Cultural Representation Pledge, please visit our website:

<https://www.sydneytheatre.com.au/about/stc-commitments/cultural-representation-pledge>

JOB DESCRIPTION

Position title: Marketing Coordinator, Campaigns

Reports to: Marketing Manager, Campaigns

Other positions that report to the same Manager: Lead Graphic Designer

Other positions within the Marketing Team: Director of Marketing and Customer Services, Marketing Manager Season and Audience Engagement, Digital Marketing Manager, Content Specialist, Digital Marketing Coordinator, Marketing Coordinator Season and Audience Engagement.

JOB OVERVIEW

As a member of Sydney Theatre Company's marketing team, the Marketing Coordinator is responsible for devising and implementing innovative, targeted and effective sales and marketing campaigns for Sydney Theatre Company (STC) productions and departmental programs and projects.

Working closely with the Marketing Manager and other members of the marketing, media, venue and customer service teams and wider STC departments, this role will maximise revenue from ticket sales, promote STC and RPT brands, forge partnerships with Sydney's cultural and marketing communities, and provide marketing support for STC's touring venues.

The successful candidate will be able to work independently, with initiative and in a timely manner and also exercise excellent judgement in bringing sensitive matters to the attention of the Marketing Manager, Campaigns as appropriate, to ensure proposed solutions are endorsed before implementation.

As part of a team of passionate, dedicated arts marketing professionals, the Marketing Coordinator will have the opportunity to work across a range of creative of creative and sophisticated marketing projects for Australia's premiere theatre company.

KEY RESPONSIBILITIES

Under the guidance of the Marketing Manager, Campaigns, carry out marketing activity for STC campaigns.

Creation and implementation of marketing Campaigns:

- Contribute to campaign strategy development and implement marketing campaigns for Sydney Theatre Company productions and departmental programs and projects
- Coordinate the development and production of marketing collateral for STC productions and projects from conception to completion, including timeline management and provision of briefs
- Manage front of house displays and signage at The Wharf, Roslyn Packer Theatre and Sydney Opera House
- Extensive copy writing, proof reading and editing of printed collateral and e-marketing initiatives
- Utilising STC's EDM platform (WordFly), provide support for the Digital Marketing Coordinator in creating EDMs within provided templates
- Coordinate digital, social, print, outdoor and radio advertising bookings and ensure timely delivery on STCs advertising schedule, including the coordination of design for ad artwork, and the schedule of ad traffic throughout campaigns
- Plan and implement marketing support plans for Roslyn Packer Theatre hirers, under the guidance of the Marketing Manager
- Implement annual STC Tourism campaign, under the guidance of the Marketing Manager
- Liaise with the wider marketing team to ensure all online activity, digital marketing and content are integrated to the core production sales campaigns

Maintenance and management of budgets

- Coordinate invoices, monitor and report on the STC marketing budgets for all campaigns

Development and management of key external relationships

- Develop and maintain ongoing relationships with internal and external stakeholders such as suppliers, touring venues, co-producers and outside hirers
- Liaise with and maintain ongoing dialogue with Sydney Opera House marketing team regarding their support of STC productions at the Drama Theatre (where STC is a resident organisation).
- Develop solid working relationships with STC's media agency to assist with the planning and delivery of successful, targeted and effective marketing campaigns

Provide ongoing marketing support

- Attend STC events and productions as instructed or required, during office hours and sometimes on evenings or weekends
- Contribute to and implement elements of the Company-wide CRM and loyalty plans

Provide ongoing analysis and reporting

- Work with the Marketing Manager and Data Analyst to develop best practice in post-campaign reporting
- Utilise STCs CRM database (Tessitura) to ensure a targeted and segmented approach to all marketing campaigns, including running lists and extractions as required, in consultation with Marketing Manager, Digital Specialists and Data Analysts

Contribute to all areas of the marketing team

- Work with the marketing and artistic teams to coordinate photo and video shoots when necessary
- Contribute to departmental and team goals and carry out other duties as required

Provide ongoing general administration

- Prioritise and balance competing work priorities to deliver goals identified by STC's marketing plans
- Coordinate the approvals process with internal and external stakeholders, ensuring adherence to copyright or owner permissions and deadlines
- Traffic manage campaign design tasks flowing through the in house Design studio

WORKPLACE HEALTH AND SAFETY

For the purposes of the Workplace Health and Safety Act and Regulations the Marketing Coordinator, Campaigns must ensure that they:

- Takes reasonable care of the health and safety of themselves and others
- Works in a safe manner and follows procedures introduced for their protection
- Participates in any training or education necessary to enable them to work safely including familiarisation with the STC's WH&S Policy
- Reports any unsafe work practices or conditions to their supervisors
- Co-operates with Sydney Theatre Company in their efforts to comply with workplace health and safety requirements.

ENVIRONMENTAL SUSTAINABILITY

To support the Company's vision of becoming the world's most sustainable theatre company, the Marketing Coordinator, Campaigns must ensure that they:

- Takes reasonable steps towards minimising the environmental impact of their role and that of the Company;
- Works in an environmentally responsible manner and follows procedures introduced to this end;
- Participates in any training or education necessary to enable them to work sustainably including familiarisation with the Company's various green policies;

- Brings to the attention of the internal Green Team any situations or practices that could be improved in relation to environmental performance; and
- Co-operates with Sydney Theatre Company in their efforts to lead in the area of environmental sustainability.

KEY RELATIONSHIPS

- Reports directly to Marketing Manager, Campaigns
- Marketing Team
- Ticketing and CRM team
- Media team
- Sponsorship and Philanthropy team
- Customer Service team

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.