

Marketing & Communications Manager Position Description

Position Title	Marketing & Communications Manager
Reports to	Executive Director/Producer
Manages	Marketing and communications team (Marketing Coordinator, Publicist, Graphic Designer & Digital Producer, Events & Database Coordinator).
Key Internal Liaisons	Artistic Director, philanthropy and sponsorships team, Finance Manager, Artistic Programs Manager, Education Manager, Production Manager, Deputy Production Manager, stage management team, artists.
Key External Liaisons	BASS, creative agencies, sponsors, corporate partners, donors, media, State and Federal government agencies, other arts organisations.
Location	State Theatre Company's offices located on First Floor, Fowlers Building (Lion Arts Centre), corner North Terrace and Morphett Street, Adelaide.
Term	The position is for an initial fixed term of three years.

STATE THEATRE COMPANY SOUTH AUSTRALIA

State Theatre Company South Australia is one of Australia's major national performing arts companies. The Company presents a bold and ambitious program comprising an annual subscription season of new, contemporary classic Australian and international plays in Adelaide, alongside a national and international touring schedule. Our plays entertain, delight, thrill, challenge and inspire our diverse audiences. We enrich the lives of people and encourage empathy and understanding of our world through the power of storytelling and production and presentation of the finest theatre imaginable. As a major community and cultural resource for all South Australians, State Theatre Company South Australia is vital to creative and cultural life in the state.

POSITION SUMMARY

The Marketing and Communications Manager is a modern-thinking marketer who is integral to the building and internal and external communication of the Company's powerful and positive brand with audiences and ticket buyers, sponsors, donors, the media, and government. The Marketing and Communications Manager focuses on strong audience engagement, leads the Company's brand strategy and positioning, delivers successful show and subscription marketing and communications campaigns and ancillary marketing-related activities, and ultimately achieves measurable results, notably increasing ticket sales income and attendances. Reporting to the Executive Director/Producer, the Marketing and Communication Manager works closely with the Artistic Director and across all areas of the Company and manages a hard-working, high-performing marketing, brand, design, PR and communications team.

POSITION OBJECTIVES

In order to meet the objectives of State Theatre Company South Australia's purpose and strategic plan the Marketing and Communications Manager will:

1. Develop and manage strategic marketing and communication plans for the Company and its activities.
2. Plan and implement marketing, brand development, digital communications and public relations campaigns to ensure the Company reaches its ticket sales targets.
3. Increase patronage within all aspects of the business including audiences (subscription and single ticket buyers), media, donors, corporate partners, sponsors and other stakeholders.
4. Raise positive awareness of the brand through regular and positive media coverage and branding campaigns for the Company, its activities and artists.

KEY RESPONSIBILITIES

Brand

- Work with the Executive Director/Producer and Artistic Director in the overall brand and positioning of the Company within the marketplace.
- Ensure there is a consistent message in language, brand and design across the entire Company's communications, both internal and external.
- Develop key organisational messages for whole-of-Company communications.

Marketing and Communications Campaigns

- Develop specific marketing and communication campaigns for State Theatre Company productions and initiatives including individual show campaigns, annual season subscription campaign, fundraising and education activities.
- Develop and maintain effective working relationships with graphic designers, photographers, advertising agencies, technical support people and other consultants where necessary and within the budget to provide support with the production of Company advertising and promotional activities.
- Oversee the season ticketing build with BASS by developing the most cost effective and efficient ticketing services for the Company and the best possible customer service for our audiences.
- Be responsible for the design, production and delivery of marketing materials such as season brochures, radio and television commercials where necessary including concept development, script writing and production.
- Oversee the work of the in-house Graphic Design & Digital Producer in the development and usage of images, print materials, website, photography and multi-media.
- Oversee a highly active on-line presence through website, podcasts, social media and other digital/electronic communications with the Marketing Coordinator.

- Develop and enhance strategic relationships with key stakeholders including sponsors, corporate partners, media and Government.
- With the Events Coordinator, produce and manage season launches and other special events and functions as required.
- With the Publicist, identify public relations opportunities and develop strategic campaigns to maintain a positive image and continued presence for the Company within the community.

Audience

- Ensure the Company derives maximum benefit from its customer database through maintenance and development along with analysis, segmentation and preparation of mailing lists and email lists.
- Maintain accurate and up-to-date market research data on audiences and audience statistics.
- Conduct market research of State Theatre Company audiences and potential theatre-goers, to utilise in the development of marketing campaigns, pricing schedules, programming and other aspects of Company operations.

Related Responsibilities

- Provide regular reports on all aspects of marketing and communications to the Executive Director/Producer.
- With the Executive Director/Producer oversee the implementation and operation of a CRM.
- In conjunction with the Executive Director/Producer and Finance Manager, develop and manage ticket sales income and marketing expenditure budgets.
- Develop and manage other related income generation activities such as merchandise sales.
- Manage the marketing and communications team including conducting regular performance appraisals in conjunction with the Executive Director/Producer.
- Work with the philanthropy and sponsorship team to develop long term strategic plans for increasing private giving, sponsorships and corporate partnerships.
- Collaborate with the sponsorship team to ensure fulfilment of sponsorship agreements and with the philanthropy team on donor communications.
- Positively and effectively contribute to the Company's regular strategic and business planning.
- Develop long term strategic plans for increasing box office income (subscription sales and single ticket sales) to meet income targets.

General

- Implement and maintain efficient marketing systems and procedures.
- Liaise with marketing and public relations staff from other performing arts organisations and government agencies.

- Stay current with new marketing, communication, audience development and consumer behaviour trends.
- Provide professional development opportunities for the marketing and communications team.
- Monitor and share media coverage with Company executives, staff and other stakeholders.

KEY COMPETENCIES

Essential Skills & Experience

- A relevant tertiary qualification in marketing and communications with minimum of five years' experience in marketing and communications management.
- Proven experience successfully managing and leading teams.
- A solid track record of success in creating and implementing successful marketing, brand, and communications campaigns.
- Understanding of contemporary marketing, communications and brand development principles and practices.

Desirable

- Experience liaising with creative agencies, briefing artwork and negotiating and managing costs to successfully achieve agreed outcomes.
- Understanding of the national arts landscape, with specific knowledge of the Australian theatrical landscape, current trends, issues and the economic climate.
- Experience in marketing and communications within a performing arts context.

PERSONAL ATTRIBUTES

- Outstanding communication and interpersonal skills and highly developed negotiation skills
- Excellent literacy, writing, editing and proofing skills.
- Collaborative working style with an ability to successfully lead a team to achieve individual, team and organisations goals.
- Creative, lateral thinker with a strong sense of initiative.
- Exceptional attention to detail.
- Good humour with a positive and enthusiastic outlook.
- Proven ability to develop strong relationships with stakeholders with discretion and judgment in dealing with sensitive information on individuals and organisations
- Effective research, reporting and project management skills.

- Proven ability to manage time and complex tasks effectively, to set and meet tight deadlines, work effectively under pressure, prioritise a heavy workload and manage challenging projects and competing deadlines concurrently.
- Strong planning, problem solving, organisational and administrative skills.

WORKERS HEALTH & SAFETY OBLIGATIONS

State Theatre Company South Australia is committed to ensuring a safe, healthy and constructive work environment, one where all members of staff are assured that their activities and actions undertaken as an employee, are undertaken in a collectively safe manner.

We each have a duty of care under relevant workers' health and safety (WHS) legislation to adhere to reasonable safe work instructions and to utilise equipment provided in accordance with safe work methods. All incidents, unsafe working conditions and hazards are to be promptly reported. Members of the Company are expected to undertake corrective actions resulting from WHS findings collaboratively. This obligation extends to work undertaken remote to the Fowlers Building and Adelaide Festival Centre.

SPECIAL REQUIREMENTS

Due to the nature of the position and the nature of working for a theatre company, a degree of flexibility and after hours work on evenings and weekends is required. This position description describes the broad scope of the role and is not exhaustive. It may also change from time to time with due consultation to meet the changing needs of the Company.

APPROVALS

Title	Name	Signature	Date
Executive Director/Producer	Jodi Glass		

Revision Record

Date	Version	Description	Author	Checked By	Approved
11/12/2017	2.1	Approved	Jemma Knight	Jodi Glass	Jodi Glass
2017	1.0	In Use	Various		