

Australasian Dance Collective

Design & Marketing Manager (Full-time Position)

Background Information

Australasian Dance Collective is one of Queensland's leading contemporary dance companies, based in Brisbane, Australia. Established in 1984 as Expressions Dance Company by Maggi Sietsma AM, the company has created more than 180 works by 80 national and international choreographers.

With an extraordinary ensemble of six dancers, the company has achieved significant recognition through national awards, including three Helpmann Awards and three Australian Dance Awards.

We are defined by our commitment to excellence in both performance and sector development, contributing to the evolution and future of contemporary dance. Annually we create multiple new works, collaborate nationally and internationally and present performance seasons at major Australian venues including our presenting partner Queensland Performing Arts Centre.

Under the leadership of renowned Artistic Director, Amy Hollingsworth, the Queensland-based company is focused on collaboration, empowerment and artistic risk-taking to create exhilarating dance works that push boundaries and speak to the soul.

Reporting Relationships:

This position reports to the General Manager and Artistic Director.

About the role:

As our invaluable Design & Marketing Manager, alongside Audience Development, you are responsible for supporting the Artistic Director and General Manager with the day-to-day execution of multiple projects in delivering high quality content to market our brand. Your work will support and deliver the artistic vision as the public face of the company. You will love to work creatively and autonomously, but also, value and contribute to collective discussions and ideas. You'll be great at learning on the fly and are awesome at just 'figuring stuff out' and negotiating your way through unfamiliar tasks.

Key responsibilities:

Through a close working relationship, the Design & Marketing Manager will support the Artistic Director to:

- a. design and implement marketing and online engagement strategies and activities;
- b. create the company's digital, video and print collateral;

- c. maintain focus on key goals and objectives as detailed in the artistic vision, strategic plan and the company's values;
- d. create and manage an online engagement plan and strategy, targeting Facebook, Instagram, Vimeo and LinkedIn platforms;
- e. grow the company brand and help us reach new audiences;
- f. design, build and schedule email newsletters and manage our communications databases;
- g. (in close collaboration with the General Manager) develop marketing budgets; both core operational, and season budget allocations and tracking;
- h. manage our website content and regular updates, including improvements and the development and expansion of e-commerce;
- i. use analytics and set goals for online engagement, and submit regular reports to senior management;
- j. coordinate schedules and bookings for external suppliers of photography and videography;
- k. support corporate and opening night functions including VIP and guest lists as required;
- l. support the generation of ticket builds and subscriptions for performance seasons;
- m. contribute to the preparation of annual Government funding acquittals including the compilation of Annual Reports;
- n. support the delivery of all aspects of the company's marketing activity including, but not limited to, advertising, direct marketing, publicity, digital marketing and content.

Other:

- a. contribute to wider ADC endeavours by actively participating in the generation of ideas and strategies to ensure the success of the company;
- b. attend events as appropriate, ADC or otherwise, to represent the company for networking purposes;
- c. ensure accurate documentation and maintenance of database records;
- d. actively manage software subscriptions for all marketing, communications and audience development initiatives;
- e. manage marketing assets such as cameras, computers, banners, and other equipment alongside the Production Manager.

Skills and Experience:

- You will be a creative thinker, with high attention to detail;
- A degree in Marketing/Digital Media or similar qualification, or adequate experience and training in this field;
- A good understanding of the dance sector, with the ability to identify strong marketing imagery, photography, video for connecting with audiences;
- Experience in working with Apple computers, and Adobe Create Cloud; particularly Premiere Pro (or other video editing platforms);
- Sound knowledge of Microsoft Office, email marketing platforms, Website development platforms, Facebook, Instagram and LinkedIn.

- Creative flair, and the technical ability to work with camera equipment – both still and moving image
- A high level of organisation and excellent attention to detail is a must
- Great time management skills, we work to and respect deadlines
- A passion for Digital Media and helping to grow our reach through the use of online engagement activities
- Strong interpersonal relationship skills
- A hardworking, analytical approach
- A background or experience in Website design or development, copywriting or graphic design would be highly favourable
- Essential to this role is the ability to multitask and prioritise to accurately meet the demands and deadlines
- A solid understanding of small-to-medium arts organisations and the not-for-profit sector

Conditions of employment:

Like all small to medium arts organisations, this role is a fixed-term contract position, with the option to renew annually, dependant on funding.

The salary for this role is \$65,000 full time equivalent (FTE), plus 10% superannuation. Annual leave accrued 4 weeks annually (pro-rata), plus other leave entitlements.

This position is 1.0 FTE (10-day fortnight), delivered in office, based at the Judith Wright Arts Centre, 420 Brunswick Street, Fortitude Valley. The ADC office hours are between Monday to Friday, 9:00am to 5:30pm with some after hours and weekend work as operationally required.

Ideally, commencement for this position will be immediate, with a probationary period in the first 3 months.

How to apply:

Submit your application (of no more than 2 pages) via email, addressing your suitability to the role and what you can contribute to ADC, along with your current resume, and at least two contacts as professional/character references. If your application is successful, you will be asked to attend an interview in-person.

Contact:

Position enquiries can be made via phone (07 3257 4222) or email (nick@australasiandancecollective.com); please use 'Confidential – position inquiry' as the subject title.

All application submissions to be sent via email: apply@australasiandancecollective.com

Timeline:

Applications close Monday 17th January 2022 5pm AEST