

Australasian Dance Collective

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, 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 Executive Director and works collaboratively with the Artistic Director and Creative Associate on brand and creative.

The Marketing Manager works across the entire ADC company, supporting and promoting the work of the Mature and Youth Ensembles, as well as community engagement and education activities.

About the role

The Marketing Manager is responsible for:

- Delivering marketing and communication strategies consistent with ADC's vision.
- Achieving financial targets defined by earned revenue goals for performance revenue and sector development tuition.
- Increasing audience engagement and new audiences as ADC celebrates its 40th anniversary in 2024.

The Marketing Manager has a unique relationship with the Artistic Director. The Marketing Manager provides the successful vehicle for delivering the Artistic Director's vision into the community. The Artistic Director has final approval on how the art of ADC is presented to the world. This includes (but is not limited to) all images and descriptive content relating to the Company, its artists, works and choreography. Although the Marketing Manager's success will be measured by their operational output, they are also measured by their ability to accurately translate the artistic vision into the market.

In this role, you can respond with speed, enthusiasm, and creativity to a wide range of opportunities and challenges. 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 negotiating your way through unfamiliar tasks.

Key responsibilities

The Marketing Manager is responsible for the following duties:

Marketing

- Lead the strategic planning of marketing campaigns for ADC to drive single ticket sales and support brand awareness.
- Bolster the brand for touring productions through strategic partnerships and social media, seeking to build audience loyalty in other locations.
- Design and implement marketing and online engagement strategies and activities.
- Produce high quality copywriting for communications and marketing materials including but not limited to press releases, EDMs, social content.
- Maintain focus on key goals and objectives as detailed in the artistic vision, strategic plan, and the company's values.
- Stay informed on best practice in ticket trends and technology that support ADC's desire to increase earned revenue and attendance.
- Develop marketing budgets and season budget allocations and tracking measurements.
- Contribute to the preparation of annual Government funding acquittals including the compilation of Annual Reports.
- 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 development.
- Tightly manage external providers, (e.g., graphic designers) to ensure timely and cost-effective delivery of marketing collateral.

Digital / Social

- Design, build and implement electronic direct mail (EDM) plan to increase brand loyalty and sales.
- Manage our communications databases to maintain and ensure accurate database records.
- Manage the company's website, digital suite, creative learning suite and its content, including improvements and the development and expansion of e-commerce.
- Create and manage a social media engagement plan targeting Facebook, Instagram, Vimeo, Tik Tok and LinkedIn platforms; monitor daily online presence.
- Use analytics and set goals for online engagement and submit regular reports.

Event Support

- Support the generation of ticket builds and subscriptions for performance seasons.
- Support corporate and opening night functions including VIP and guest lists as required.
- Attend events as appropriate, ADC or otherwise, to represent the company for networking purposes.

Other Duties

- Coordinate schedules and bookings for external suppliers such as: photography and videography, public relations, printing.

- Actively manage software subscriptions for all marketing, communications, and audience development initiatives.
- Manage marketing assets such as cameras, computers, banners, and other equipment alongside the Production Manager.
- Align with the organisation's digital asset management procedures and naming conventions; coordinate distribution of assets for each show to media and third parties as required
- Contribute to ADC endeavours by actively participating in the generation of ideas and strategies to ensure the success of the company.

Knowledge, Skills, and Expertise

- Degree in Marketing/Digital Media or similar qualification, or adequate experience/training in this field.
- Proven experience in the use of Adobe Creative cloud applications (Premiere Pro, video editing platforms), Microsoft Office, CRM databases, and other relevant software across both Mac and PC operating platforms.
- Creative flair, and the technical ability to work with camera equipment – both still and moving image.
- Sound knowledge of email marketing, website development and social media platforms.
- Background experience in copywriting, graphic design, and website development would be highly favourable.
- An excellent communicator with great time management skills and attention to detail.
- Essential to this role is the ability to multitask and prioritise to meet the demands and deadlines.
- A good understanding of the dance sector, with the ability to identify strong marketing imagery, photography, video for connecting with audiences.
- A solid understanding of small-to-medium arts organisations and the not-for-profit sector.

Selection Criteria

- Ideally 3 to 5 years' experience in Marketing and/or Social Media positions, or other similar relevant experience. Tertiary qualifications In Marketing, Communication, PR, or Business will be favourably regarded.
- Proven experience in the design and implementation of marketing and online engagement strategies and activities.
- Proven experience in targeted customer-focused campaigns with proven results in effectiveness and increased revenue.
- Exceptional time management skills and ability to meet competing deadlines.
- Excellent interpersonal and communication skills.
- Experience in the use of Microsoft Office, CRM databases, digital marketing platforms, and Adobe Creative Cloud applications and other relevant software.
- Experience in copywriting and website development preferred.
- Proven track record of creating and managing tight budgets.

Conditions of Employment:

This is a fixed-term contract position, with the option to renew annually, dependent 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 Australasian Dance Collective 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 of no less than 3 months. A Blue Card is required for the position.

How to apply

To apply, please submit a brief cover letter, resume, response to selection criteria (2 pages maximum) addressing your suitability for the role and a minimum of two professional references. If your application is successful, you will be invited to attend an interview in-person.

Contact

Position enquiries can be made via phone: 07 3257 4222 or email sarah@australasiandancecollective.com

Please use 'Confidential – position inquiry' as the subject title.

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