

Australasian Dance Collective

Marketing Manager

Background Information

Australasian Dance Collective (ADC) 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. 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.

Purpose of the Role

This position is responsible for managing marketing and communication activities consistent with ADC's vision. The Marketing Manager works across the entire ADC company, supporting and promoting the mainstage seasons, Pre-Professional Program, Youth Ensemble and Mature Program, as well as community engagement and education activities.

Reporting Relationships

This position reports to the Artistic Director & CEO.

Key Responsibilities

- Lead on developing the overarching Brand and Marketing Strategy in collaboration with AD/CEO, in line with the key goals and objectives in the artistic vision, strategic plan, and the company's values.
- Plan and deliver all marketing campaigns to drive 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 markets.
- Monitor and record all marketing activity measurements for reporting requirements.
- Copywriting for communications and marketing materials including but not limited to press releases, EDMs and social content.
- Stay informed on best practice in marketing and ticketing trends and technology that support ADC goals.
- Develop marketing budgets and season budget allocations and tracking measurements.
- Contribute to the preparation of Government funding acquittals and corporate documents including Annual Reports.

Digital Engagement

- Design and implement digital engagement strategies and activities.
- Develop, coordinate, and execute the social media plan, manage ADC's social platforms, monitor daily online presence and develop strategies to increase engagement.
- Design, build and implement electronic direct mail (EDM) plan to increase brand loyalty and sales.
- Maintain the ADC website, updating content, improvements, and expansion of e-commerce.
- Develop and execute digital marketing campaigns and track, optimise, and report on performance.
- Use analytics and set goals for online engagement and submit regular reports.

Events and Other Duties

- Support the generation of ticket builds 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.
- Manage external providers to ensure timely and cost-effective delivery of marketing collateral, campaign comms and advertising.
- Coordinate schedules/bookings for external suppliers (i.e., photography, videography, printing).
- Manage software subscriptions for all marketing, communications, and audience development initiatives.
- Manage marketing assets (i.e., cameras, banners, and other equipment) in collaboration with the Production Manager and Head of Operations.
- Coordinate distribution of assets for each show to media and third parties as required.

Qualifications and Experience

- Tertiary qualified; preferably incorporating studies in marketing, arts, and business.
- A passion for working in the arts and an interest in contemporary dance.
- A passion for marketing and pursuing a career in marketing.
- Copywriting, content design and creation, and website management skills.
- Social media planning and engagement.
- Experience using Adobe Creative Cloud applications, Canva, Microsoft Office, CRM databases, and other relevant software.
- A good understanding of small-to-medium arts organisations and the not-for-profit sector.

Selection Criteria

- Tertiary qualifications in marketing, arts, or business and/or relevant experience.
- Experience in the design and implementation of marketing and engagement activities.
- Exceptional time management skills and attention to detail.
- Exceptional ability to meet competing deadlines.
- Excellent interpersonal and communication skills.

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 \$75,000 full-time equivalent (FTE), plus 11.5% superannuation. Annual leave accrued 4 weeks annually (pro-rata), plus other leave entitlements.

This position is full-time, delivered in the ADC office based at the Judith Wright Arts Centre, 420 Brunswick Street, Fortitude Valley. Flexible work arrangements can be negotiated. The Australasian Dance Collective working 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 6 January 2025, with a probationary period of 3 months.

Other Requirements

To be eligible to apply for this position you must be an Australian or New Zealand citizen, permanent resident or hold a valid work permit or visa. You must hold a Blue Card or be eligible to apply.

Access and Inclusion

Australasian Dance Collective is an Equal Opportunity Employer committed to providing a safe working environment. We embrace and value diversity and inclusion in the workplace. Diversity includes all the ways in which employees differ, and the valuable contribution that all of these differences bring to the Company.

The Collective encourages applications from Aboriginal and Torres Strait Islander people, people with diverse cultural backgrounds and people with disabilities. It is our policy to consider reasonable adjustments for qualified applicants with disabilities.

How to Apply

To apply, please submit:

- Brief cover letter
- Resume
- Response to selection criteria (2 pages maximum) addressing your suitability for the role
- For shortlisted candidates, we will require details for two professional references.

Applications for this position close at 5pm, Saturday 30 November 2024.

Please submit your application to: apply@australasiantdancecollective.com

Interviews for successful applicants will be scheduled from Monday 2 December 2024. Please note that ADC reserves the right to interview and hire applicants prior to the closing date.