

## POSITION DESCRIPTION

<b>POSITION</b>	<b>Marketing Manager</b>
<b>SALARY</b>	\$80,000 - \$90,000 per annum commensurate with experience, plus superannuation
<b>POSITION TYPE</b>	Full-time or part-time (negotiable) with schedule flexibility
<b>REPORTS TO</b>	Executive Director & Co-CEO
<b>SUPERVISES</b>	Marketing Coordinator

### Please note:

This is a First Peoples (Aboriginal &/or Torres Strait Islander) prioritised position, but candidates with appropriate experience and/or diverse lived experiences are also encouraged to apply. If you meet some but not all the below criteria, we warmly encourage you to reach out to us to discuss your application.

### ABOUT ILBIJERRI THEATRE COMPANY

The longest established, self-determined, First Peoples Theatre Company in Australia, ILBIJERRI creates, presents and tours powerful and engaging theatre by First Peoples artists that gives voice to our cultures. ILBIJERRI is committed to growing a sustainable and vibrant First Peoples arts ecology and is investing in the next generation of First Peoples theatre makers and industry professionals.

Deep listening with and for Community and country is central to our work. We take seriously our role as cultural leaders, continuing to make work that speaks to the truth of this country, sometimes with humour, celebrating the extraordinary resilience and strength of First Peoples. With more than 30 years of passionate work behind us, ILBIJERRI continues to bring the brilliance and sophistication of bold, black voices to audiences from country halls to the big stages of the world.

### POSITION DESCRIPTION

The Marketing Manager is responsible for developing, overseeing, and implementing ILBIJERRI Theatre's marketing and communications strategies. The Marketing Manager will execute the company's overarching strategic marketing, as well as specific project marketing campaigns. They are responsible for managing the company's marketing and communications relating to national and international event collateral, touring, and ongoing company brand management. The role involves maintaining strong relationships with local, national, and international presenters and stakeholders, maintaining up-to-date and accurate systems and databases, physical signage, collateral distribution, event marketing campaigns, website, and social media management across platforms.

This position will require the Marketing Manager to work outside of normal business hours from time to time. Flexible working hours are negotiable.

## KEY RESPONSIBILITIES

### Preferred Skills

- Strong knowledge of First Peoples' cultural values, practices, and beliefs – particularly in a First Nations arts context.
- High-level, dynamic marketing copywriting, editing and proofreading skills.
- Critical thinking and problem solving.
- Teamwork and collaboration, and an ability to work autonomously.
- Professionalism and strong work ethic.
- Strong oral communications skills – ability to lead and contribute significantly to relevant meetings.
- Leadership – supporting the Executive team as a Senior Manager in the organisation.

### Desirable Experience

- Proven ability to create and execute successful strategic marketing campaigns often within tight timelines and budgets.
- Ability to react to changing external environmental influences (i.e. a pandemic).
- Strong understanding of industry best practise in communication delivery (both print and digital) to all stakeholders internal and external to ILBIJERRI, including but not limited to Community relationships, theatre audiences, funding agencies, venue partners, government partners, trusts/foundations, individual donors, media representatives and artists.
- Strong understanding of the digital marketing landscape including: social media best practise - paid and organic; strategic website content creation and updates (currently WordPress); understanding of SEO and SEM; timely regular and project-based eCommunications activity, with ability to use available tools/software such as Salesforce or similar; strong understanding of paid digital advertising principles and opportunities.
- Strong understanding of requirements for effective design briefs to external designers in both digital and print contexts, including event promotions and collateral, signage, and merchandise.

### General Requirements

- Manage recruitment, performance, and support the professional development of ILBIJERRI's Marketing Coordinator.
- Alongside the Executive and Head of Producing, ensure understanding of the company's marketing function, its requirements, and dependencies for all staff.
- Lead and oversee ILBIJERRI branding compliance, and style standards.

### Marketing Strategy – Company

- Develop marketing and communication strategies that expand the company's profile and promote its fundraising activity, tours, programming, and events.
- Maintain and implement a dynamic and effective marketing and communications strategy for the company, based on the organisational Strategic Plan and Artistic Vision.
- Oversee, develop, and alongside the Marketing Coordinator, implement all the company's marketing campaigns.
- Oversee the company's social media activities including Facebook, Twitter, Instagram, LinkedIn, and YouTube which is led by the Marketing Coordinator.
- Oversee dynamic and relevant content for the company's website, e-newsletter, printed material, and other marketing platforms alongside the Marketing Coordinator.
- Oversee organic and paid acquisition campaigns across channels relating to content creation, content curation, pay per click campaigns, event management, publicity,

social media, lead generation campaigns, copywriting, and campaign performance analysis.

- Oversee and maintain the company's marketing framework including marketing and project plans, print and digital materials, website, annual report, and internal style guide, among others.
- Lead strategic recruitment campaigns of ILBIJERRI core staff when required, with support and direction of the Executive.

### **Strategic Event Marketing**

- Work with Marketing Coordinator and key contacts to proof marketing collateral from presenting venues and other partners.
- Oversee creation of event Marketing Kits for venues to utilise in their promotions.
- React strategically to changing project propositions and timelines, especially for new works in development, or due to other external environmental influences (i.e., a pandemic).
- Manage and report on event/project marketing budgets in consultation with the Executive and relevant Producing team members.
- Negotiate print and online advertising and manage (art direct) the creation of content and artwork across all ILBIJERRI events and projects.
- Consult with theatre-project creative teams, producers, and fundraisers to:
  - devise marketing propositions/ concepts in copy and imagery across all projects.
  - devise and lead the creation of quality written and/or verbal briefs for graphic designers, publicists, print suppliers, archival and promotional video producers/editors for all ILBIJERRI projects.
  - advise broader internal team and partners on information required from them to achieve the above.
- Alongside the Marketing Coordinator, oversee the development, preparation, printing, distribution, uploading, and archiving of all promotional materials including print and digital marketing collateral for local and national venues, newsletters, teaching resources and corporate communication materials.
- Alongside the Development Manager, and Marketing Coordinator, oversee supporter logo acknowledgment requirements to ensure appropriate compliance in all published and relevant digital materials.
- Manage documentation of projects for reporting and promotional purposes both still and moving images.

### **Relationship Management**

- Alongside the Marketing Coordinator, build strong strategic relationships with internal stakeholders, key partners, presenters, audiences, industry players, agencies, and relevant vendors.
- Alongside the Marketing Coordinator, manage relationships with local and national venues, and presenters in relation to single event and tour marketing, performance seasons and community engagement activities.
- Work with producers and venues to prepare and analyse ticket sales reports against marketing strategy.
- Work with contracted and external publicists as required to prepare/proof media releases and garner editorial coverage for ILBIJERRI associated events.
- Liaise with and coordinate third party and external marketing partners and contractors.
- Alongside the Marketing Coordinator, oversee the company's event invitation requirements, consult with internal stakeholders (i.e. Development Manager and

Executive) for guest lists and invitations to ILBIJERRI performances and functions.  
Manage the delivery of invitations and assist in the RSVP process.

### **Financial and Reporting**

- Manage core marketing budgets and allocate funds in conjunction with the Executive Director and/or General Manager.
- Draft, deliver and distribute the company's Annual Report.
- Prepare, gather, and compile audience feedback forms for ILBIJERRI presented events/ programs, and work with venues to achieve the same where possible.
- Oversee compilation of media editorial and reviews from performance seasons with partner organisation Communication teams. Oversee compilation of media reports from self-presented events with Marketing Coordinator.
- Regularly conduct surveys, analyse digital reach (website/ social media) to garner demographic to inform future market development and strategies for the company.
- Measure and report performance of marketing campaigns, gain insight and assess against goals set in consultation with Creative and Producer teams at project start.
- Maintain precise segmenting and marketing data management where possible.
- Prepare publicity and advertising reports for operational and project reporting as requested.
- Undertake research and analysis of competitors, target markets and marketing projects as needed.
- Prepare regular reports for company Board meetings, delivered to the Executive and General Manager.
- Create and present campaign/strategic plan overviews to company board members as requested by the Executive.

### **REPORTING RELATIONSHIPS**

- Reports directly to the Executive Director. Works closely with ILBIJERRI staff across all areas.

### **KEY RELATIONSHIPS**

Executive Director, Artistic Director, General Manager, Development Manager, Head of Producing, Producers, Community Coordinators, Marketing Coordinator.