

MANDURAH PERFORMING ARTS CENTRE

POSITION DESCRIPTION

POSITION:	MARKETING COORDINATOR Full Time Position
DEPARTMENT:	MARKETING
UNDERLYING AWARD:	LIVE PERFORMANCE AWARD

ABOUT MANDURAH PERFORMING ARTS CENTRE

Mandurah Performing Arts Centre is more than a performing arts centre. It's a hub for extraordinary, dynamic and creative ideas – a centre for the arts.

ManPAC is a national leader in the curation and presentation of quality arts and cultural experiences that are relevant to local artists, audiences and the community. ManPAC is committed to presenting, commissioning and creating work which aspires to build a more inclusive, resilient and enlightened Mandurah community.

ManPAC programs theatre, dance, music, visual arts, physical theatre, festivals, movies, workshops, community engagement, youth and children's events.



OUR VISION

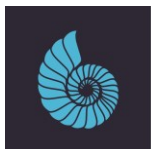
Mandurah Performing Arts Centre is one of Australia's leading centre for the arts.

OUR PURPOSE

Mandurah Performing Arts Centre exists to celebrate and share arts and cultural experiences, to unite our community and make Mandurah a great place to live.

OUR VALUES

- **Excellence** We are passionate about providing our audiences with outstanding experiences.
- **Creativity** We encourage smart risk-taking, learning and change through creativity.
- **Connection** We connect and energize our community through arts and culture.
- **Respect** We are a company whose relationships are based on mutual respect.



MANDURAH PERFORMING ARTS CENTRE

ABOUT THE ROLE – MARKETING COORDINATOR

Mandurah Performing Arts Centre is looking for a highly motivated and hands-on Marketing Coordinator to join their team.

The Marketing Coordinator is responsible for supporting the Creative Development and Marketing Manager with the planning, coordination and implementation of effective marketing and promotional strategies in order to build ManPAC's brand and audiences.

The duties of the role include the coordination of marketing campaigns, copy-writing, production of marketing collateral and online marketing content creation. This role will be responsible for coordinating all marketing requirements from venue hirers and offers an incredible opportunity to grow and 'own' your job. The successful applicant will have a passion for marketing, experience in digital and social media communications campaign delivery, and thrive in a time-critical, customer-focussed environment.

Excellent skills in administration, time management, attention to detail and the ability to prioritise and manage your own work load in order to meet deadlines are essential. A strong interest in the arts sector will be beneficial. This position is full-time and some work outside business hours will be required.

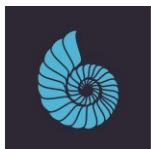
DUTIES & RESPONSIBILITIES

Marketing Campaigns

- Work collaboratively with venue hirers and other community partners for their marketing requirements (in collaboration with ManPAC's CEO and Venue Services Manager).
- Liaise with outside hirers and implement their online and print advertising and other promotional campaigns.
- Coordinate the timely production of publications e.g. flyers and posters.
- Coordinate clear marketing communications between stakeholders; including presenting partners, media, producers, artists and the wider team.
- Booking and scheduling of radio, newspaper and other advertising campaigns in consultation with the Creative Development and Marketing Manager.
- Assist with the production of the ManPAC promotional collateral ensuring content requirement and release deadlines set by the Creative Development and Marketing Manager are met.
- Coordinate distribution and delivery of the Calendar of Events and other promotional material to local and regional businesses.
- Work with the design agency for the production of required design collateral.
- Ensure campaign schedules are set and maintained.

Digital Marketing

- Maintain the ManPAC website to ensure content is always correct and up to date.
- Maximise the opportunities for promotions through social media channels.
- Draft and coordinate the eDM schedule newsletter using Mail Chimp and maintain the audience database.
- Organize the development, segmentation and build of outgoing EDMs for events.
- Sourcing, developing and sharing content on social media channels including Facebook and Instagram.



MANDURAH PERFORMING ARTS CENTRE

Marketing Strategy

- Support the Creative Development and Marketing Manager to implement marketing and promotional strategies for ManPAC productions and venue hirers.
- Work with the Creative Development and Marketing Manager to ensure that all marketing campaigns are on brand, on schedule and delivered to a high standard.
- Liaise with the Creative Development and Marketing Manager to develop a strong brand for ManPAC.

Marketing Research

- Undertake research through Culture Counts to better serve our patrons and collect data for funding acquittals.
- Provide reporting data from VivaTicket, Mail Chimp, Survey Monkey, Google Analytics, social media and other data sources for analysis as requested by the Creative Development and Marketing Manager.

Other Duties & Responsibilities

- Provide efficient support for the Centre's administrative functions.
- Liaise and maintain relationships with media and promotional organisations, hirers, patrons, suppliers, sponsors and other stakeholder.
- Ensure appropriate communication methods are used within the Centre retaining confidentiality as required.

SKILL REQUIREMENTS

Essential:

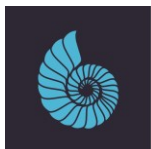
- Marketing skills and/or a demonstrated interest in marketing with ability to work with venue hirers, sponsors, media and the public.
- Computer skills in the areas of word processing, website content management (WordPress), email newsletter content management,
- Experience in and understanding of the use of social media and other online marketing mechanisms.
- Good written and oral communication skills, very organised with attention to detail and have an outgoing personality.
- Strong copywriting skills and experience writing across multiple platforms.
- Strong proofreading and copy-checking skills of marketing materials.
- Proven ability to take ownership of rolling-out marketing campaigns.

Desirable:

- Basic graphic design skills working with Adobe Photoshop.
- Ability to undertake market research.
- Previous experience in arts marketing.

QUALIFICATIONS

Tertiary qualifications in marketing, or other relevant disciplines relevant to the position will be highly regarded.



MANDURAH PERFORMING ARTS CENTRE

ATTRIBUTE REQUIREMENTS

- Strong administration skills.
- High level of attention to detail and proof reading skills
- Strong ability to multi-task and work effectively with minimal supervision.
- Ability to operate autonomously, as well as within a team environment
- Exceptional organisational skills, in relation to deadlines and time management.
- Ability to think creatively and effectively utilise problem solving skills
- Ability to work under pressure.
- A positive team player, prepared to perform a range of tasks.
- Ability to multi-task and thrive in a fast-paced environment with shifting priorities and time-sensitive deadlines.
- Strong skills in organising, prioritising and managing your own workload to meet deadlines.
- Proven ability to build relationships and manage competing stakeholder requirements.
- Flexibility and positive attitude to work outside normal business hours to attend performances if required.
- An interest in performing arts, music, visual art and other art forms.

KEY RELATIONSHIPS	
REPORTS TO	<ul style="list-style-type: none"> • Creative Development and Marketing Manager
SUPERVISION OF	<ul style="list-style-type: none"> • Interns
KEY WORKING RELATIONSHIPS	<ul style="list-style-type: none"> • Marketing Team • CEO • Venue Services Manager • Box Office Team • Technical Team • Finance Team • Art Gallery Coordinator • Centre Volunteers (FOMPAC) • ManPAC Board members • ManPAC Patron Program members • ManPAC artists and audiences
KEY EXTERNAL RELATIONSHIPS	<ul style="list-style-type: none"> • Venue Hirers • Media Outlets • External suppliers • Digital agency • Sponsors and Partners • Patrons • Arts and cultural sector (local and national)