



## **position description**

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### **MARKETING AND COMMUNICATIONS COORDINATOR (Maternity Leave)**

#### **WHO YOU ARE**

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The Marketing and Communications Coordinator will activate the public image of the Monkey Baa Theatre Company and Lend Lease Darling Quarter Theatre.

The successful candidate will arrive at an exciting time, and will finalise our 2019 Education and Family season brochures and facilitate the 2019 Launch; ensure our website is up to date and support the marketing and communications for our multiple 2018 and early 2019 tours and productions.

You will have the proven ability to execute promotion campaigns with an imaginative, innovative and engaging approach to grow our audiences, deliver ticket and revenue targets, whilst building our brand. You will have a flair for language, with an attention to detail. You will execute the strategy that has been laid out and will bring your own ideas to the table. You will manage the relationships with our contracted Publicist Company and Designer.

You will show initiative, a sense of humour, problem solving and job juggling skills while working with a team and autonomously.

#### **WHO WE ARE**

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##### **MONKEY BAA THEATRE COMPANY**

Monkey Baa Theatre Company is a thought-provoking, inspiring theatre company for young audiences founded in 1997 and based in Sydney. In 2012 the company settled into our new home, the Lendlease Darling Quarter Theatre, a 236 seat venue located in the heart of the city. This is Australia's first purpose-built theatre dedicated solely to work for young people.

Monkey Baa has won a string of awards, including two prestigious Helpmann Awards, 2017 Drover's awards tour of the year for The Peasant Prince and were the 2015 Drover Awards Touring Legends. We have engaged over 1.3 million young people through Monkey Baa's productions and workshops throughout Australia and Internationally.

Monkey Baa is currently touring Josephine Wants to Dance to 46 venues across Australia in 2018 and preparing our national tour of Possum Magic in 2019.

You will join an enthusiastic, passionate and friendly team. We have a hands-on approach as an organisation, our expectations of all company members is to be flexible, professional and supportive.

Monkey Baa is a not for profit organisation and a registered charity.

## WHAT YOU WILL DO

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**Position:** Marketing and Communications Coordinator

**Position Type:** Four Days per Week – Monkey Baa is family friendly company and is flexible with the working hours of all staff. The role requires occasional work out of hours and off site.

**Reporting to:** Executive Director

**Contract:** Maternity leave replacement starting ASAP and ending 21<sup>st</sup> December 2018.

**Objective:** Overall coordination of the marketing and communications of Monkey Baa Theatre Company and the LLDQT.

### **Duties:**

- Deliver on the marketing strategy across all platforms to achieve the commercial and artistic objectives of Monkey Baa at the Lendlease Darling Quarter Theatre and on the road.
- Manage projects to ensure expenditure does not exceed budget
- Provide coherent and analytical campaign reports using the template for each Monkey Baa production and any overall reports for the board, end of year and funding bodies.
- Maintain a consistent approach to language, message, brand and design across all print and electronic marketing for Monkey Baa at the Lendlease Darling Quarter Theatre and on the road.
- Work with the Education Manager, Development Coordinator and Company and Venue Administrator to create a holistic approach to our communication with schools, OOHS, parents, carers, from the foyer to the website.
- Use existing templates to create and deliver engaging electronic marketing materials that promote Monkey Baa across digital platforms, while maintaining Monkey Baa's online presence through our website, social networks, e-newsletters, listings, and other electronic marketing as appropriate. Maintain a responsive approach to electronic marketing keeping in line with current best practice.
- Coordinate the production and distribution of print and digital collateral. Coordinate advertising across print and digital mediums, while monitoring and analysing the return on investment.
- Monitor and analyse audience data sourced through social media, website, surveys, ticketing data, etc, to better understand and grow Monkey Baa's audience base.
- Assist in the implementation of the company's new CRM software for all database requirements, for the management of audiences, media, donors, VIP's, venues and general contacts, required for mail outs, invitation lists and day to day communication.
- Work with Marketing Managers in touring venues and our Touring Coordinator by providing them with all data, information, collateral and images they request to promote Monkey Baa's work.
- Identify opportunities to market and promote the LLDQT to corporate and non-corporate hirers.
- Sell tickets to the public as necessary and any other ad hoc duties as required.

**Selection Criteria:** The following skills and personnel specifications are essential for applicants.

1. Proven ability and success in delivering marketing and communication campaigns ideally, though not essential, for children and family audiences.
2. Experience in developing effective and compelling marketing collateral across print and electronic media.
3. Proficiency with InDesign
4. Excellent communication skills including copywriting and editing abilities
5. Energetic and highly motivated individual with demonstrated initiative, organisational and project management skills and attention to detail.
6. Understanding and experience in website management in particular Wordpress.
7. Experience of working on Macintosh computers and software Word, Excel, Photoshop, Campaign Monitor, Mail Chimp.

## **WHAT TO DO**

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To apply, send a statement addressing the selection criteria with your CV and references to Monkey Baa's Executive Director Jeremy Miller, [jeremy@monkeybaa.com.au](mailto:jeremy@monkeybaa.com.au)

Deadline: Friday 3 August 2018 at 4pm. (We are keen to fill this position quickly, so it may be advantageous to apply before the deadline.)