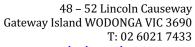




MARKETING AND ADMINISTRATION COORDINATOR

POSITION DESCRIPTION

	MARKETING &			
YOUR TITLE	ADMINISTRATION	WHO YOU REPORT TO	BUSINESS MANAGER	
	COORDINATOR			
OUR CORE PURPOSE: HotHouse Theatre incubates, makes and presents new Australian work, divergent in form and voice that speaks to our region and the nation. We invest in regional professional practice. We collaborate with artists, locally and nationally, to engage and inspire audiences. Through shared experiences, we stimulate the imagination of the region. We inspire insight into our humanity through creative interrogations that reflect the world around us, locally and nationally.				
WE VALUE	Creativity Curiosity Diversity Cultural Leadership Collaboration	OUR VALUES	Integrity Authenticity Respect Trust Courage	
	Negotiable for the right candidate. Fulltime available (1.0FTE – 38hrs p/wk) OR			
TYPE OF EMPLOYMENT	Part Time 8FTE (30hrs) prorated.			
	Some night and weekend work	·		
CONTRACT TERM	24 months Commencing: OCTOBER 2024			
AWARD	Live Performance Award 2020 Level 9 – Production & Support Staff Level 8			
SALARY	\$75,000 pa + superannuation			
PRIMARY LOCATION	HotHouse Theatre Gateway Island, WODONGA VIC			
KEY RELATIONSHIPS	CEO, Artistic Director, Business Manager, Producer, Publicist, Venue and Technical Manager			
	HotHouse Theatre produces and presents an annual artistic program, which includes four key streams of activity: Annual Production Season; Artist & New Work Development Programs; Creative Learning; and Community Engagement. The primary responsibility of the Marketing & Administration Coordinator is to deliver on HotHouse's Marketing Strategy through the development and implementation of promotional campaigns and communication activities across website, socials and media over a range of platforms and coordinate administration across the office.			
ABOUT THE ROLE	skills. The role will contribut	te to the future growth o	or, with strong communication f HotHouse as it moves into an n stakeholders local and national.	







KEY ACTIVITIES OF THE ROLE			
CAMPAIGN & CONTENT COORDINATION	 Your responsibilities as Marketing and Administration Coordinator include: Delivering on objectives identified in the Marketing Strategy and Campaign Plan. Execute an annual program of creative, marketing and communications campaigns for HotHouse productions, programs and events. Coordinate fundraising initiatives to increase awareness and achieve targets. Undertaking ongoing market research and evaluation. Monitoring budget allocations for specific marketing and administration projects. Developing content for campaigns and website with seasonal designers. Manage campaign and social media calendars to maintain responsiveness. 		
COMMUNICATIONS STAKEHOLDER MANAGEMENT	 Write copy for electronic direct mail, e-invites, social media and website content. Oversee design requirements and liaise with designers across assets. Manage social media for HotHouse ensuring media is engaging and impactful. Book and place ads across a range of platforms including print and digital. Review outgoing communication to ensure alignment with the HotHouse brand. Coordinate website needs and liaise with designers and IT providers. Work with publicist to manage media partners in line with agreed messaging. Coordinate campaigns and initiatives to engage and maintain donors and sponsors Develop a strong relationship with local and national media and service representatives. Manage the delivery of obligations with donors and sponsors. 		
BOX OFFICE AND ADMINISTRATION COORDINATION	 Provide customer service across daily ticket sales, subscriptions, enquiries, exchanges, processing and filing. Communicate patron access requirements & seating plans to Front of House Managers. Assist Venue and Technical Manager with Front of House scheduling. Handle general enquiries, coordinate meetings and taking minutes. Maintain stationery/office supplies and stock purchasing. Provide administrative assistance to senior staff and other duties as required. 		
SELECTION CRITERIA			
KNOWLEDGE, EXPERIENCE & SKILLS (SELECTION CRITERIA)	 You will be required to demonstrate the following competencies/skills: Experience implementing targeted marketing campaigns across a range of platforms and audience demographics. Ability to develop content for a range of platforms and audiences across Image, video and graphics. Exceptional planning, attention to detail and organisational skills. A strong communicator who can collaborate with a diverse range of stakeholders. Customer focussed with excellent written and oral communication skills. Self-motivated with a demonstrated ability to collaborate effectively across teams. 		
WORK REQUIREMENTS	 Ability to work flexibly to meet the needs of the company, including working on site. Drivers Licence QUALIFICATIONS INDUSTRY EXPERIENCE Minimum 2 years industry experience and/ or related training/qualifications 		





 DESIRABLE Knowledge/experience working in an arts company or an understanding of theatre practice would be an advantage. 	
Available on interview.	
HotHouse Theatre Facebook Twitter Instagram YouTube	
Applications close at 11:59pm on Monday, 30 September 2024.	
Applications should be addressed to Business Manager, Madeleine Schnelle	
business@hothousetheatre.com.au Eligible applications must include Cover Letter, CV and Selection Criteria (3 pages max).	