

MARKETING AND ADMINISTRATION COORDINATOR

POSITION DESCRIPTION

YOUR TITLE	MARKETING & ADMINISTRATION COORDINATOR	WHO YOU REPORT TO	BUSINESS MANAGER
<p>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.</p>			
<p>WE VALUE</p>	<p>Creativity Curiosity Diversity Cultural Leadership Collaboration</p>	<p>OUR VALUES</p>	<p>Integrity Authenticity Respect Trust Courage</p>
<p>TYPE OF EMPLOYMENT</p>	<p>Negotiable for the right candidate. Fulltime available (1.0FTE – 38hrs p/wk) OR Part Time 8FTE (30hrs) prorated. Some night and weekend work is required.</p>		
<p>CONTRACT TERM</p>	<p>24 months Commencing: OCTOBER 2024</p>		
<p>AWARD</p>	<p>Live Performance Award 2020 Level 9 – Production & Support Staff Level 8</p>		
<p>SALARY</p>	<p>\$75,000 pa + superannuation</p>		
<p>PRIMARY LOCATION</p>	<p>HotHouse Theatre Gateway Island, WODONGA VIC</p>		
<p>KEY RELATIONSHIPS</p>	<p>CEO, Artistic Director, Business Manager, Producer, Publicist, Venue and Technical Manager</p>		
<p>ABOUT THE ROLE</p>	<p>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.</p> <p>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.</p> <p>A dynamic marketing and administration coordinator, with strong communication skills. The role will contribute to the future growth of HotHouse as it moves into an exciting new decade and deepen engagement with stakeholders local and national.</p>		

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

- ESSENTIAL**
- 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 <ul style="list-style-type: none">• Knowledge/experience working in an arts company or an understanding of theatre practice would be an advantage.
CODE OF CONDUCT	Available on interview.
BACKGROUND ON HOTHOUSE THEATRE	HotHouse Theatre Facebook Twitter Instagram YouTube
TO APPLY	<u>Applications close at 11:59pm on Monday, 30 September 2024.</u> 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).