



## **Position Description**

### **Marketing Manager Maternity Leave Cover**

#### **Company Profile**

Bangarra is an Aboriginal and Torres Strait Islander organisation and one of Australia's leading performing arts companies, acclaimed nationally and around the world for its powerful dancing, distinctive theatrical voice and utterly unique soundscapes, music and design.

Under the visionary leadership of Stephen Page, Artistic Director since 1991, Bangarra has created an extensive repertoire of distinctively Australian experiences weaving traditional and modern cultures seamlessly into its award-winning dance theatre productions.

In December 2020, Bangarra moved home to a freshly renovated state-of-the-art office and studio space in Walsh Bay. Sitting on the water at the end of wharf 4/5, the move has reinvigorated the Company as they prepare for an ambitious and ever-expanding 2021 and beyond. While Walsh Bay is Bangarra's home base, the Company tours extensively each year to remote communities, regional cities, national capitals and global destinations.

#### **Position Description**

The Marketing Manager is a pivotal role within the team. You'll proactively develop, implement and manage the marketing campaigns to grow audiences online and in theatres, develop brand awareness, engage and inform potential ticket buyers with exciting content, meet box office targets, and project manage key marketing initiatives.

#### **Areas of Responsibility**

##### **1. Marketing**

- 1.1. Develop and deliver end-to-end campaigns for mainstage performances, programs, and other priorities, with guidance from the Marketing & Communications Director, including all campaign collateral on paid and owned media channels.
- 1.2. Deliver campaign materials and rollout based on marketing campaign mix developed in consultation with the Director of Marketing & Communication.
- 1.3. Manage marketing campaign budgets for mainstage seasons, including negotiating competitive pricing and partnerships for all campaign initiatives, with guidance from the Marketing & Communications Director.
- 1.4. Manage the budget tracker for the global marketing budget, cross checking actuals against quotes, and processing invoices.
- 1.5. Provide a key contribution to Bangarra's marketing, digital and content strategies, and the efforts required to activate them.
- 1.6. Devise and supervise the execution of Bangarra's social media strategies and guidelines.

- 1.7. Oversee the Campaign Content schedule & planning, with guidance from the Marketing & Communications Director
- 1.8. Build knowledge of audiences, sales, campaigns and website activity, through venue data, Google Analytics, Facebook Analytics and Tessitura Analytics, sending the team reports frequently
- 1.9. Act as main marketing contact for venues in Australia and overseas, providing them with marketing collateral including copy, images and background details.
- 1.10. Maintain positive and collaborative relationships with touring venues and all suppliers.
- 1.11. Ensure a design and culturally oriented perspective and maintain integrity of the brand at all times.
- 1.12. Oversee niche marketing opportunities in support of brand and revenue goals.
- 1.13. With the Development Coordinator, ensure sponsor acknowledgement is accurate on all collateral.
- 1.14. Develop and execute marketing strategies to meet merchandise revenue targets.
- 1.15. Actively explore ways to improve knowledge, skills, and understanding of the marketing, media, content and digital landscape.
- 1.16. Assist the Marketing & Communications Director and PR agency with media relations activity when required.

## **2. Digital**

- 2.1. Plan email strategy for each production, and work with the Marketing Coordinator to create, send and report on EDM campaigns.
- 2.2. Coordinate and monitor all search activity (both paid and Google grants) with Bangarra's external agency.
- 2.3. Maintain and update Bangarra's website, via the custom CMS, and ensure it's updated in line with the Company's campaign strategies and revenue objectives (with oversight from Director of Marketing & Communications).
- 2.4. Contribute to the continual improvement of Bangarra's website, working closely with the Director of Marketing & Communications and the company's external development agency..
- 2.5. Moderate and respond to messages on Bangarra's social media channels.
- 2.6. Monitor audience engagement and response to paid activity on the company's social media platforms, providing end-of-campaign reports on key stats and insights.

## **3. Audience and Customer Services**

- 3.1. Proactively discuss and plan the Customer Experience with venues' management.
- 3.2. Schedule, coordinate and report on pre and post show emails, including surveys (with support from the Marketing Coordinator).
- 3.3. Project manage the Program (print and digital) for mainstage, regional and local performances.
- 3.4. Project manage the 'Paid Program' initiative with venue management (to a devised strategy).

3.5. Act as a support member for ticket sales and customer enquiries when required.

#### **4. General**

4.1. In consultation with relevant staff, develop marketing strategies and tactics for Bangarra's Community and Wilay performances.

4.2. Attend community nights, opening nights and special events (such as Awards) as required.

4.3. Other duties reasonably required by the Marketing & Communications Director

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#### **Essential criteria**

- A motivated and strategic thinker with a minimum of three years' experience in a senior marketing role
- Demonstrated experience in the development and management of data-driven marketing plans that achieve company goals
- Demonstrated experience in the coordination, management and delivery of print and electronic marketing collateral
- Digitally savvy with experience developing and implementing effective digital communications strategies across social media, in a paid and native capacity
- Strong analytical skills with the ability to draw insight from data and compile reports
- Excellent administration and project management skills including the ability to work under pressure and effectively prioritise differing work demands to meet competing deadlines
- Excellent verbal and written communication skills, including the ability to write and edit marketing and publicity copy
- Excellent computer skills including a thorough working knowledge of Microsoft Office, CMS management and experience in working with databases

#### **Desirable criteria**

- Experience with Tessitura
- Experience with design software and/or creating video content
- Experience using Google Analytics to regularly assess consumer response
- Email platform management knowledge with Wordfly or similar
- Knowledge of the arts industry on a national and international level