



## MARKETING MANAGER (MATERNITY COVER)

Ensemble Theatre is seeking a talented, innovative and dynamic Marketing Manager to lead the overall marketing strategy and campaigns for Ensemble Theatre.

- Drive innovation in marketing
- Join a passionate and skilled team
- Drive revenue and develop new audiences for high quality Australian and international plays
- Be part of an inclusive and welcoming theatre



Amber McMahon in THE APPLETON LADIES' POTATO RACE. Photo by Phil Erbacher.



## ABOUT US

Ensemble Theatre proudly acknowledges the Cammeragal people of the Eora nation as customary owners of the land on which we work and share our stories. We pay our respects to Elders past, present and emerging

Ensemble Theatre in Kirribilli, Sydney is Australia's longest continuously running professional theatre company. We are a welcoming and inclusive theatre for everyone and give voice to diverse stories by presenting an annual season of exceptional plays by Australian and international playwrights. In recent years the company has embarked on a period of reflection and significant change, led by Artistic Director Mark Kilmurry, to ensure continued creative development, audience growth and financial sustainability.

Complementing the annual season are audience experience and education programs which offer opportunities to emerging artists and young people. The company is a registered charity with DGR status and reliant on income derived from box office, philanthropic support and more recently, government funding to develop and tour new Australian work.

Ensemble Theatre houses an intimate 220-seat auditorium, Jim's Foyer Bar and Bayly's Bistro; a 65-seat restaurant located downstairs offering modern Australian cuisine pre- and post-show.

Ensemble Theatre is committed to being an influential and trusted arts leader contributing to national conversations and social change in our local community, NSW and beyond.



View of Ensemble Theatre from the Marketing and Production office. Photo by Daniel Boud.



## THE ROLE

The Marketing Manager plays a key role in communicating Ensemble Theatre's diverse program to a broad range of stakeholders and works closely with a passionate and skilled team to ensure that campaigns are at the forefront of arts marketing. This role provides an opportunity for a creative and collaborative marketer to make a significant contribution to the company's future success. The position would suit an experienced marketer with preferred experience in the arts, culture, entertainment, heritage or not-for-profit sectors. Excellent verbal and written communication skills and an understanding of theatre-specific marketing techniques would be highly regarded.

## KEY RESPONSIBILITIES

- Provide leadership in the management and execution of Ensemble's marketing and communication strategies for the promotion of the theatre's annual season of plays, audience experience and education programs, in-house restaurant Bayly's Bistro and fundraising initiatives.
- Implement marketing plans for the 2022 season events in line with budgets, promotional deadlines and existing brand strategy.
- Develop marketing plans for the 2023 season launch, subscription on-sale campaign, single ticket launch, individual play campaigns and other events in consultation with the Artistic Director, Executive Director, Ticketing, Marketing and Communications teams.
- Manage the marketing team to ensure the implementation of all aspects of the company's marketing activity including, but not limited to, print production, digital content creation, website management, digital advertising and traditional media campaigns.
- Supervise and direct Ensemble Theatre's external suppliers as required, including design agencies, web developers, and photographers.
- Develop and implement innovative strategies to achieve Box Office targets and grow audiences in line with the current marketing strategy.
- Working closely with the Philanthropy & Partnerships Manager, develop and implement strategies to grow philanthropic and corporate sponsorship programs.
- Attend all departmental and staff meetings and provide input into the development of policies and procedures for the Marketing and Box Office areas.
- Work with the Ticketing Manager to ensure Box Office operation is fully integrated into marketing strategies. Ensure data collection, reporting and analysis maximises the company's understanding of its audience, as well as its CRM and sales capability.
- Undertake responsibilities in keeping with the role of the position, as requested by the Artistic Director and Executive Director.



- Represent Ensemble Theatre at fundraising and marketing events, as required.

## KEY SELECTION CRITERIA

- At least 5+ years' experience in marketing, including relevant tertiary qualifications
- Solid track record in leading fully integrated, targeted and segmented marketing campaigns that drive revenue.
- Excellent communication skills and a proven track record in establishing and fostering relationships with key organisational stakeholders and external suppliers/agencies.
- Exceptional communication and copywriting expertise, with demonstrated experience in creating marketing copy with a strong audience/customer focused approach.
- The ability to translate briefs and provide clear creative direction for key marketing imagery, photography, video and advertising needs.
- Proven experience using customer databases and insights to make data-driven decisions and shape marketing strategy and activity.
- Knowledge of digital marketing channels and current innovative marketing practices.
- Proven track record of forecasting and budget management.
- Exceptional time management and organisational skills in a deadline-oriented environment.
- Experience working in a small team in a fast-paced environment.

## DESIRABLE

- Demonstrated experience in arts marketing at a senior level.
- Demonstrated ability to lead, inspire and manage teams.
- Experience in implementing strategic marketing campaigns.
- Knowledge of website content management systems (WordPress), email marketing platforms (MailChimp), Google Ads and design programs (Photoshop)

## POSITION HOURS, REMUNERATION AND BENEFITS:

- The position is full-time, 38 hours per week.
- Potential to start part-time from Nov 2021 (with handover); one year full-time maternity cover from Feb 2022.
- After hours attendance of some Ensemble Theatre events is required.



- Salary based on experience \$75,000 - \$80,000, plus superannuation at 10.5%
- Mobile phone & plan
- Laptop with ability to network from home
- Industry award entitlements apply, e.g. annual and sick leave
- Complimentary tickets to Ensemble Theatre productions subject to availability.
- Report to Executive Director
- Key relationships: Artistic Director, Chief Financial Officer, Artistic Producer, Philanthropy & Partnerships Manager, Ticketing & IT Manager and Media Relations
- Supervisory Relationships: Marketing Content Coordinator, Marketing Assistant and In-house Designer

#### MAKING AN APPLICATION:

Ensemble Theatre welcomes applications from Aboriginal and Torres Strait Islander people, people from diverse cultural backgrounds, people with disability, refugee status and members of the LGBTQIA+ community.

Email your application, including a cover letter, response to selection criteria and a copy of your current CV, to [rachael@ensemble.com.au](mailto:rachael@ensemble.com.au)

Please include '**Marketing Manager Maternity Cover**' in the subject line of your email.

Applications close **COB Friday 15 October**.

For further information please contact Marketing Manager, Rachael McAllister, on 0475 411 290.

*Ensemble Theatre supports the Australian Government's health advice that vaccination is the most effective way to protect against COVID-19. To minimise the risk of exposure to COVID-19 in the workplace, we strongly recommend all current and future employees who are able to receive a COVID-19 vaccine get fully vaccinated.*