

## EDUCATION AND COMMUNITY ENGAGEMENT COORDINATOR

Ensemble Theatre is seeking an enthusiastic and experienced education and community engagement specialist to grow its Education Program and community outreach to increase Ensemble's presence and nurture new audiences.



John Gaden AO and Claudia Ware in MR BAILEY'S MINDER dedicated school performance. Photo by Karen Watson.



## ABOUT US

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 to ensure continued artistic development, audience growth and financial sustainability. Ensemble Theatre is supported by a healthy subscriber base, experienced staff and an enthusiastic and engaged board. Complementing the annual season are audience experience and education programs which offer opportunities to emerging artists and young people. Ensemble is committed to being an influential and trusted arts leader contributing to national conversations and social change in our local community, NSW and beyond.



Photo by Karen Watson.



## THE ROLE

This role has two main areas of responsibilities:

### 1. Education

Education responsibilities primarily focus on maintaining and expanding Ensemble Theatre's Education and Outreach Program which is now in its 9th year and aims to provide access to students that would otherwise not have the means or opportunity to experience theatre. Each year we identify productions from our annual season that reflect contemporary society and align with the curriculum to promote to students, young people and schools. Working with our partner organisations and key education stakeholders to identify suitable schools and students, e.g. NSW Department of Education and Training, The Smith Family and Foodbank, Ensemble offers schools the opportunity to attend dedicated live performances followed by an interactive Q&A, and workshops and/or access to the livestreaming program and our dedicated education resources. The dedicated schools' performances at Ensemble are offered free-of-charge thanks to the generous support of The Clitheroe Foundation.

### 2. Community Engagement

This position will be instrumental in engaging with the local community and growing brand awareness. This role's key objective is to increase visibility and build on Ensemble's reputation as a point of local pride through networking and establishing relationships with businesses, community groups, schools, universities and other arts venues.

The successful candidate will be able to balance and prioritise responsibilities in accordance with scheduled events and the overall needs of Ensemble Theatre.

## KEY RESPONSIBILITIES

### Education

- Implement the agreed education strategy.
- Build and maintain a comprehensive database of school contacts.
- Develop the annual education brochure and other related education resources and marketing collateral.
- Develop and schedule regular education eDMs
- Engage disadvantaged schools to encourage attendance at outreach performances.



- Establish and maintain relationships with The Smith Family, Foodbank and other Ensemble Ed Partners.
- Coordinate live and digital add-on events directed at students e.g. playwriting masterclass or Q&A sessions.
- Increase the number of regional schools opting-in to the digitally accessible programs.
- Nurture existing relationships and attract new school groups to regular performances and workshops.
- Facilitate Ensemble's schools advisory committee.

### Community Engagement

- Network and establish ongoing relationships with local businesses, community organisations, universities and schools that may lead to group bookings and/or promotion to their networks.
- Program and host events at the theatre as a point of introduction, e.g. backstage tours, show specific talks with creatives, relevant panel discussions or play readings.
- Build and maintain a database of contacts to share event details, promotions, and other points of engagements.
- Develop eDMs and print collateral specifically for local community distribution.
- Actively engage with potential audiences that may have affinity for particular programming within Ensemble's season.
- Identify potential local partners and facilitate/host events at the theatre to support ongoing relationships.
- Organise marketing material to support partner and philanthropic events e.g. invitations, programs, menus, venue signage and post-event emails.
- Co-ordinate reciprocal marketing agreements with Ensemble's partners, local businesses or other arts organisations.
- Co-ordinate our annual Arts Bonus Card offering Ensemble subscribers access to partner discounts.
- Organise Ensemble's presence at external local events e.g. market or community days.
- Other reasonable duties as required.



## SELECTION CRITERIA

### ESSENTIAL

- At least 3+ years' experience in education, community engagement and/or arts marketing.
- A "can-do" attitude and demonstrated ability to work effectively in a small team and autonomously.
- Excellent interpersonal, organisational, verbal and written communication skills.
- Well-developed understanding of the arts education landscape and ability to leverage existing contacts within the industry.
- Proven track record in prospecting and fostering relationships with schools, community and partners.
- Digital marketing knowledge across email, social and website platforms.
- The ability to collate design briefs and provide clear creative direction for education, community and event collateral.
- Demonstrated ability to work effectively in a small team and autonomously.
- Experience in event management.
- Have a genuine love of the arts.

### DESIRABLE

- Experience with Mailchimp for email marketing.
- Familiarity with Wordpress or a similar website CMS.
- Exposure to a ticketing database such as Enta (now Viva Ticket).
- Adobe Photoshop and Indesign skills.
- Basic video shooting and editing skills.

### POSITION HOURS, REMUNERATION AND BENEFITS:

- The position is full-time, 38 hours per week.
- 12-month contract with possibility of extension.
- Salary \$65k - \$70k, dependent on experience, plus superannuation at 11.5%.
- After-hours attendance at some Ensemble Theatre events will be required.
- 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.



## **MAKING AN APPLICATION:**

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

Please include 'EDUCATION AND ENGAGEMENT COORDINATOR' in the subject line of email.

Applications close COB Wednesday 31 July 2024.

For further information please contact: Marketing Manager Rachael McDonnell on (02) 8918 3424 or 0475411290

**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.**