



## **Position Description**

### **Marketing and Business Development Coordinator**

#### **Theatre Royal Hobart**

##### **Our Vision**

The Theatre Royal is a dynamic, contemporary place in which the community enjoys experiences every day of the year. It inspires Tasmanians and visitors to engage in diverse performing arts and to participate in all parts of a vibrant local theatre industry.

##### **Our Mission**

Our mission is to engage, entertain and educate the Tasmanian community by presenting a diverse program of community and professional performing arts from all over the world while fostering Tasmanian content and creativity.

##### **Our Values and How We Work**

We are a values-based organisation which recognises that the way we work is just as important as what we work on.

In 2019, the Theatre Royal commenced work to review its values. At the time of this plan we have identified the following draft set of values:

- Excellence, professionalism and best practice

- Social inclusion, access and diversity
- Integrity, trust and respect

Over the next 12 months we will refine these in consultation with the many people who work here, identify the behaviours that support or undermine the values, and take the actions necessary to make sure they characterise our culture. This includes considering the diversity on our board and undertaking an organisational culture survey of our staff to better understand the experience of working in our organisation.

### **Purpose of the position**

The primary purpose of this position is to successfully deliver Marketing and Business Development programs and activities to ensure the Theatre Royal:

- Has a strong profile and is effectively positioned in the market
- Builds a real understanding of, and builds positive relationships with, its customer base, stakeholders and business partners
- Meets business objectives including fundraising, partnership and box office targets
- Communicates effectively with stakeholders

### **Reporting relationships**

- The position reports to the Marketing and Business Development Manager.
- The position works closely with staff from other departments including Front of House, Box Office, Operations and Administration staff.

## **Key Duties and Responsibilities**

We value excellent service at the Theatre Royal. All staff members have a responsibility to ensure the highest level of service is delivered to all clients including hirers of the theatre, customers, sponsors, media, touring staff and others we have contact with.

1. Contribute to the development of strategic marketing, business development, corporate communication, publicity, and audience and brand development strategies in line with the Theatre's Strategic Plan
2. Support and contribute to the management of relationships with Theatre Royal stakeholders including Audience members, Subscribers, Donors and Industry groups
3. Support and contribute to the management of relationships with Theatre Royal Business partners including delivery of events, ticketing, hosting and monitoring partner servicing expenditure
4. Assist with the creation of, and be responsible for, the delivery within budgets and timeframes, of publicity and promotional campaigns for Theatre Royal presentations, events, products and services including:
  - a. Coordinate, manage and contribute to the design and distribution of publicity and marketing materials
  - b. Manage direct mail and email campaigns
  - c. Maintain networks with the media to promote awareness of the Theatre Royal, its activities and events

- d. Assist with the coordination and management of editorial interviews, press calls and general media coverage of all events
  - e. Organise, attend, and as required manage, launches, opening night functions and special events
  - f. Ensure that appropriate branding is delivered within all Theatre Royal events, foyers, signage, point of sale material and all online platforms.
  - g. Ensure that the Theatre Royal website and all social media platforms are strategically managed, monitored, active and responsive.
5. Implement a variety of Theatre Royal programs including the Supported Ticket Program for schools, the Young Ambassadors Program and the Applause Ticket Program.
  6. Having regard to relevant safety legislation and procedures, ensure the Theatre Royal operations are conducted in a healthy and safe manner in the implementation of the Theatre's marketing and business development activities.
  7. Prepare Board and other business reports and documents as required.
  8. Other duties as requested by the CE and Marketing and Business Development Manager.

## **Employment Conditions**

The Marketing and Business Development Coordinator is a contracted full time position. Some work outside normal business hours is required particularly to attend and manage functions and events and to monitor social media. A three year contract will be offered subject to review after 6 months. Normal leave entitlements apply.

## Selection Criteria

### Essential

1. Well developed written and oral communication skills appropriate to a range of forms of communication, to enable successful liaison with clients and stakeholders, to manage relationships and to produce a wide range of print materials and online assets.
2. Knowledge and understanding of the principles of Marketing and Business Development and their applicability in an arts environment.
3. Experience in relevant Marketing and Business Development roles.
4. Ability to work in a team but also to be self-reliant, make sound judgments and decisions under pressure and achieve results in a timely manner.
5. High-level computer skills including desktop publishing, database management, website content management and social media applications and systems.
6. Organisational and self management skills to enable practical work plans to be developed and objectives achieved in a busy work environment.

<b>Date</b>	<b>Position Description Reviewed</b>	<b>Reviewed By</b>	<b>Approved by</b>
13 September 2019		Tom Schoon Tim Munro	Tim Munro