

# Marketing Coordinator

## Theatre Royal Hobart

### Position Description

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Position Title:	Marketing Coordinator
Basis of Employment	0.6 FTE (Part Time), Normal leave entitlements.
Ordinary hours per week:	22.5 hours, within work hours, however the role requires the occasional flexible requirement to work weekends or evenings.
Initial Term	9 months – concluding mid December 2022
Probation Period:	3 months
Location:	27-29 Campbell Street, nipaluna/Hobart, lutruwita/Tasmania, 7000

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### About the Theatre Royal

Opening in 1837, Hobart's Theatre Royal has been the home of contemporary theatre in Tasmania for more than 180 years and is Australia's oldest working theatre. This 700-seat heritage treasure occupies an important place in the hearts of Tasmanians and many visitors to Hobart.

Since 2020, the Theatre Royal has occupied The Hedberg, a new state-of-the-art facility shared with the University of Tasmania's Conservatorium of Music. Three levels of foyers and bars, and a new 285-seat Studio Theatre, have brought new life to the organisation, and new opportunities to engage our audiences.

Every year, the Theatre Royal curates an annual season of contemporary performance and events across the Main Stage and Studio Theatre, which aims to present high calibre experiences that our audiences would not otherwise have the opportunity to see. We also service a high level of activity by external producers, hiring our venues, delivering ticketing and front of house services, technical production and marketing support. We play an increasingly important role as a place for local artists and companies to develop and showcase new work, and as an employer and training ground for Tasmanian cultural workers.

### Position Objective

The primary purpose of this position is to provide support to the marketing team to successfully deliver the Theatre Royal Annual Season 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 ticket sales for shows, fundraising and partnership
- Communicates effectively with our stakeholders and audience.

### 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 artists, hirers of the theatre, customers, sponsors, media, touring companies, partners and others we have contact with.

1. Support and contribute to the management of relationships with Theatre Royal stakeholders including audience members, subscribers, donors, hirers of the theatre and industry groups.
2. Support and contribute to the management of relationships with Theatre Royal business partners including delivery of events, ticketing, hosting and monitoring partner servicing expenditure.
3. Assist with the creation of publicity and promotional campaigns within budget 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. Write, distribute and organise media events including editorials, interviews, calls, releases and general media coverage of all events
  - c. Coordinate direct mail and email campaigns;
  - d. Assist the marketing team to establish and maintain networks with the media to promote awareness of the Theatre Royal, its activities and events;
  - e. Ensure that appropriate branding is delivered within all Theatre Royal events, foyers, signage, point of sale material and all online platforms;
  - f. Theatre Royal website content is up to date and delivered within appropriate timeframes; and
  - g. Create content for, and ensure that, Theatre Royal social media platforms are strategically managed, regularly monitored, active and responsive. Ensure that the social platform content follows the brand, social media guidelines, and social plan.
4. Contribute to a variety of Theatre Royal programs including the Applause Ticket Program.
5. Having regard to relevant safety legislation and procedures, ensure Theatre Royal operations are conducted in a healthy and safe manner in the implementation of the Theatre's marketing and business development activities.
6. Other duties as requested by the CEO and Marketing & Business Development Manager.

## Reporting Structure

- The Marketing Coordinator will work as part of the Theatre Royal Marketing Team reporting to the Marketing Manager, with the Chief Executive as an indirect report.
- Internal Stakeholders
- The position works closely with staff from other departments including Front of House, Box Office, Programming, Operations, Finance and Administration staff.

## Selection criteria

1. 2-5 years' experience in a Marketing Coordinator role or similar.
2. Experience with social media management tools (Google Suite, Google Analytics, Later, Canva).
3. Experience with writing copy, media releases, editorials and more.
4. Excellent written and oral communication skills appropriate to a range of forms of communication.

5. High-level computer skills including desktop publishing, database management, website content management and social media applications and systems.
6. 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.
7. Organisational and self-management skills to enable practical work plans to be developed and objectives achieved in a busy work environment.

## **Diversity and inclusion**

The Theatre Royal is committed to equity and inclusion and welcomes applications from Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, people with a disability, mature age workers, and lesbian, gay, bisexual, transgender, queer and intersex (LGBTQIA+) people.

## **COVID-19 Vaccination requirement**

The Theatre Royal's view is that vaccines are an effective tool for protecting people against COVID-19. To minimise the risk of exposure to COVID-19 in the workplace and protect our staff, patrons and visitors, the Theatre Royal currently requires that all employees who are able to receive a COVID-19 vaccine are fully vaccinated.

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## **How to apply**

Applications should include:

1. A cover letter (addressed to Dale Tresidder)
2. A current CV with two referees who can comment on your competency in regard to the selection criteria

Please email to [workwithus@theatreroyal.com.au](mailto:workwithus@theatreroyal.com.au) by 5pm on Friday 8 April 2022.  
For enquiries about the role, please contact Theatre Royal Marketing Manager at [dale@theatreroyal.com.au](mailto:dale@theatreroyal.com.au) or 03 6146 3310.

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