

Digital Marketing & Events Coordinator Theatre Royal

Position Description

Position Title:	Digital Marketing & Events Coordinator
Basis of Employment:	Full Time, standard leave entitlements.
Ordinary hours per week:	38 hours, primarily within standard business hours, however, the role requires a willingness to work flexible hours. Staff receive time in lieu of overtime.
Initial Term:	3 years
Probation Period:	6 months
Location:	29 Campbell Street, Nipaluna/Hobart, Lutruwita/Tasmania

About the Theatre Royal

Opening in 1837, Hobart's Theatre Royal has been the home of contemporary theatre in Tasmania for more than 185 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 284-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 live performance and events across the Theatre Royal, Studio Theatre and Ian Potter Recital Hall, 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 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:

- Ensure the Theatre Royal has a strong profile and is effectively positioned in the market
- Promote the Theatre Royal Season and activities presented by producers hiring our venues

- Builds a real understanding of, and positive relationships with, our customer base, stakeholders and business partners
- Build a strong digital presence
- Meet business objectives including ticket sales for shows, fundraising and partnership targets
- Communicate effectively with our stakeholders and audience.

Key Duties and Responsibilities

Key duties of the role are:

1. Assist with the implementation and coordination of marketing and communications campaigns for Theatre Royal events, products and programs, including:
 - a. Coordinating and contributing to the design and distribution of marketing and communications materials;
 - b. Creating and monitoring content for all Theatre Royal digital media platforms, including web, newsletters and social media;
 - c. Supporting the coordination of media events including editorials, interviews, media calls, releases and general media coverage of all events;
 - d. Maintaining networks with the media to promote awareness of the Theatre Royal, its activities and events; and
 - e. Ensuring that appropriate branding is delivered for all Theatre Royal events, foyers, signage, point of sale material and all online platforms.
2. Supporting and contributing to the management of relationships with Theatre Royal stakeholders including audience members, subscribers, donors, hirers of the theatre and industry groups.
3. Supporting and contributing to the management of relationships with Theatre Royal business partners including delivery of events, ticketing, hosting and monitoring partner servicing expenditure.
4. Having regard to relevant safety legislation and procedures, ensuring Theatre Royal operations are conducted in a healthy and safe manner in the implementation of the Theatre's marketing and business development activities.
5. Other duties as requested by the CEO, Marketing & Communications Manager and Head of Business Development & Marketing.

Reporting Structure

Internal stakeholders:

The Digital Marketing & Events Coordinator

- will work as part of the Theatre Royal marketing team, reporting to the Marketing & Communications Manager.
- The position will also provide fundraising campaign and event support for the Head of Business Development & Marketing.

- The position works closely with staff from other departments including Box Office, Front of House, Programming, Operations, Finance and Administration staff.

External stakeholders

- Theatre Royal hirers, artists and producers, cultural organisations, donors, corporate partners, and other stakeholders.

Selection criteria

1. A minimum of two years' experience in a digital marketing or marketing coordinator role. Experience in a similar role within the arts and cultural sector would be an advantage.
2. High-level skill & experience across digital media platforms and web content management systems.
3. Experience with the following tools: Adobe Suite, Google Analytics, Meta Business Suite, Mail Chimp. Experience in data analysis would be advantageous.
4. Experience writing copy, media releases, editorial and web content with a high level of accuracy and attention to detail.
5. Experience liaising and communicating with a range of stakeholders in different settings, including planning and delivering marketing campaigns, or at events such as opening nights, fundraising and launch activities.
6. Experience working in a fast-paced environment, with the ability to exercise sound judgment, prioritise work tasks across multiple projects, and collaborate with team members to achieve the best results.

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.

How to apply

Applications should include:

1. A cover letter outlining how you meet the selection criteria (maximum two pages)
2. A current CV (maximum three pages) with two referees who can comment on your competency in regard to the selection criteria



For enquiries about the role and to submit an application, please contact Theatre Royal Marketing & Communications Manager Kim Jaeger at marketing@theatreroyal.com.au or 03 6146 3310.

Applicants may be interviewed and an appointment made prior to the closing date (22 October 2023).
