

## OPENING NIGHT ADMINISTRATOR / MARKETING ASSISTANT POSITION DESCRIPTION

**Reports to:** Marketing and Communications Manager

**Works closely with:** Marketing and Communications Manager, Content Marketing Specialist, design agency, PR agency, Senior Producer, Producer, Ticketing and CRM Manager, Box Office Manager, Executive Assistant and Development Executive.

### Position Summary

The Opening Night Administrator/Marketing Assistant plays a crucial role in driving the success of Malthouse Theatre's communications and stakeholder management efforts and calendar of Opening Night events with the aim of internally managing processes to ensure cross-organisational business goals are met.

This role is primarily responsible for managing the calendar of Opening Night events with some additional support provided to the Marketing and Communications team's operational output with a focus on:

- Opening Night administration and comms planning, including RSVP and guestlist management;
- Internal and external stakeholder relationships and communications;
- CRM software proficiency including data entry and report generation;
- Leading on Marketing and Communications team administrative processes including note taking, diary management and project management via Asana;
- Assisting with operational outputs for the Marketing and Communications team including: website updates, venue signage, digital programs and asset creation;
- General Marketing and Communications team assistance, as reasonably required.

This is a full time (1.0 FTE) position based at The Malthouse in Melbourne. Due to the nature of theatrical work, some evening and weekend work may be required.

### Company Profile

Malthouse is a unique artistic institution in Melbourne, Naarm full of history, that creates thought-provoking live theatre experiences and offers great hospitality. It's a place to connect and a place to feel at home in a community of artists and arts lovers. Be unafraid, be entertained, be switched on.

Malthouse Theatre offers a range of benefits to employees, including access to complimentary and discount tickets, salary sacrifice options, generous discounts at our café and bar, a free and confidential Employee Assistance Program, and regular staff socials including company nights for each of our season shows.

Malthouse Theatre is an Equal Opportunity Employer. We are a theatre for all. First Nations, Aboriginal and Torres Strait Islander people, people with disability, LGBTQIA+ people, people of colour, and people from culturally and linguistically diverse, migrant and/or refugee communities are strongly encouraged to apply.

## **MEASUREABLE OUTCOMES:**

1. Seamless operational delivery of Opening Night administration including list management, internal and external stakeholder relationships, RSVP and capacity management, communication timelines and evaluation of event objectives;
2. Excellent internal and external stakeholder relationships and execution of successful communications strategies;
3. Excellent CRM software proficiency including data entry and report generation;
4. Assist with the development of digital and print content production to the provided timeline.
5. Increased brand awareness and positive brand perception, with clear and consistent messaging across all communication platforms to relevant stakeholders;
6. Outcome-focused reporting and data analysis.
7. Provide helpful and timely assistance to the Marketing and Communications team, when required

## **CORE COMPETENCIES AND RESPONSIBILITIES:**

### **Opening Night administration and comms:**

- Lead the administration and communications for all Malthouse Theatre Opening Night events
- Use our CRM system (Tessitura) to coordinate Opening Night communications activities including invitations, RSVPs, and ticket distribution
- Liaise with internal stakeholders about allocations, waitlist and guest priority
- Manage any access patrons
- Working with PR agency and Content Marketing Specialist Coordinate the guest list of PR, media and influencers
- Lead the seating process and liaise with Development Executive in regards to VIP attendees
- Event evaluation and reporting to continuously improve processes and outcomes

### **Marketing and Communications assistance and administration:**

- Copyedit and proofread company publications, advertisements and marketing collateral
- Ensure consistency across all materials in accordance with the brand guidelines and billing requirements.
- Update internal comms channels (Intranet)
- Make reactive and ad hoc website updates to ensure accuracy of information
- Build and publish digital programs according to brand guidelines and timelines
- Assist with the development and execution of marketing assets and liaising with our graphic design team
- Updating venue signage including internal screens, courtyard screens and print
- Provide support for the Marketing & Communications team and assist with any other duties as required.