

MARKETING & COMMUNICATIONS MANAGER POSITION DESCRIPTION

Reports to: Executive Producer/Co CEO

Direct Reports: Marketing Specialist, Marketing Content Specialist and contractors (Graphic Designers and Publicists).

Works closely with: Co-CEO & Executive Producer, Co-CEO & Artistic Director, CRM & Ticketing Manager, Development Executive, Senior Producer, Casting Director, Finance Manager

Position Summary

The Marketing & Communications Manager provides leadership in the development, management and operation of innovative marketing and communications strategies in line with Malthouse Theatre's artistic and financial goals. As a senior leader within the company, the Marketing & Communications Manager contributes to the development and realisation of all business planning and KPIs relating to audience development, access, and key income targets.

This is a full time (1.0 FTE) position based at Malthouse Theatre 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. It is 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, discounts at our café and bar, and a free and confidential Employee Assistance Program.

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.

Measurable Outcomes

1. Effective and innovative marketing and communication strategies developed and implemented for both brand-focused and production-related campaigns;
2. Increased audience base with growth in ticket sales;
3. Increased profile and brand awareness, with clear and consistent messaging across all communication platforms;
4. Effective team management, ensuring staff have the knowledge, skills and resources to achieve departmental goals;
5. Efficient budget management and delivery of activities and campaigns within allocated resources;
6. Useful, outcome-focused reporting and data analysis.

MALTHOUSE

Core Competencies and Responsibilities

Strategic Planning & Policy

- Develop strategic Marketing and Communications plans for the Company
- Identify future needs, trends, and resources for effective marketing of Malthouse and Malthouse sub-brands (Malthouse Theatre, Malthouse Outdoor Stage, etc)
- Work closely with the Executive team, CRM & Ticketing Manager and Publicity contractors to develop and deliver strategies to increase audiences, brand profile and reach Box Office targets
- Work with CRM & Ticketing Manager to develop systems and strategies to meet business objectives, increase the audience database and best utilise and protect data

Creative Direction

- Oversee, manage and take responsibility for maintaining the Company's high-quality brand identity
- In consultation with Executive, direct and take responsibility for the creative marketing identity of Malthouse Theatre productions, including campaign images and promotional videos
- Lead the implementation of all campaigns, brand activity and audience engagement ensuring delivery on time and on budget
- Provide guidance and training to Marketing and Communications team to develop campaign marketing content in line with strategic goals

Staff Management & Development

- Lead and manage the Marketing and Communications team of internal staff and external contractors, including line management of working hours, performance, and conduct, and ensure all marketing and communications activities are well-resourced
- Assist the Senior Producer with recruitment, induction and ongoing training of department staff, conduct regular staff performance appraisals and provide regular, timely feedback
- Ensure all supervised staff and contractors are aware of their responsibilities and role requirements
- Provide guidance and advice to Marketing and Box Office team members on appropriate customer service messaging or conflict resolution in difficult circumstances
- Conduct weekly team meetings to facilitate staff input into operational and strategic matters and to provide department information to the Company
- Educate and motivate all staff responsible for maintaining the Malthouse Theatre brand, venue and all other patron touch-points
- As a department head, be accountable for effective two-way communication with all internal and external stakeholders

Financial Management

- Develop an annual budget for Marketing & Communications department in consultation with the Executive and Finance Manager
- Manage and update the marketing and communications budget as necessary, including campaigns for all Malthouse Theatre productions and other company activities
- Follow all financial processes within Company time frames and other budget requirements

Reporting

- Produce detailed strategic marketing and communication plans
- Maintain and circulate reports analysing effectiveness of marketing campaigns
- Provide regular commentary and analysis on ticket sales, financial and operational data
- Undertake regular audience surveys, analysis and reports
- Provide operational and analytical reports as required, including bi-monthly Board reports
- Contribute to annual stakeholder acquittals, statistical reporting, annual reports and business plans



MALTHOUSE

Website Maintenance

- Maintain and upkeep the websites for Malthouse and Stories of M In conjunction with the web developers
- Ensure Stories of M is kept up-to-date and accurate
- Proactively plan for web upgrades as needed as technology advances.

How To Apply

The successful applicant will demonstrate how they will achieve the core competencies of the role, with reference to previous experience, professional qualifications, achievements, and skills.

Prepare a response to the position description, and upload along with your CV and any supporting material you wish to include on our website malthousetheatre.com.au/careers

Inherent Physical Requirements

The physical requirements of your position are consistent with those of an administrative worker in an office environment. The Malthouse Theatre administration office is located on Level Three of the Malthouse venue and is accessible by stairs.

