

MARKETING MANAGER

Ensemble Theatre in Kirribilli, Sydney is Australia's longest continuously running professional theatre company and maintains the highest standards in theatrical presentation.

Ensemble Theatre is seeking a talented, innovative and dynamic Marketing Manager to lead the overall marketing strategy for the organisation. The position will play a key role in communicating the diverse program to a broad range of stakeholders, and works closely with a passionate and skilled team to ensure that campaigns are at the forefront of arts marketing in the country. Under the Artistic Direction of Mark Kilmurry, Ensemble Theatre is experiencing an exciting time of growth and development. This role provides an opportunity for a creative and collaborative marketer to make a significant contribution to the company's future success. The position would suit an experienced senior marketer with preferred experience in the arts, culture, entertainment, heritage or not-for-profit sectors, who has excellent verbal and written communication skills, and an understanding of theatre-specific marketing techniques.

Ensemble Theatre aims to create diverse, accessible and live theatre of the highest quality to appeal to a broad audience of all ages. Each year the company presents a season that includes the best Australian and international plays, including new work and classic plays. Running alongside the annual season are the Boatshed and Education programs which include a series of new projects and events offering opportunities to emerging writers, directors, schools and young people. The company operates without ongoing government funding with all of its income derived from box office and philanthropic support. In 2018, the company will celebrate its 60 year anniversary.

Position objectives:

- Provide leadership in the development, management and implementation of marketing and communication strategies for the promotion of Ensemble Theatre's annual program, Boatshed and Education programs, as well as promoting fundraising initiatives.
- Manage the communications and marketing team to ensure the implementation of all aspects of the company's marketing activity including, but not limited to, advertising, direct marketing, publicity, online and e-marketing, social networking.
- Develop and implement strategies to reposition Ensemble Theatre brand and grow audiences.

Key Responsibilities:

- Manage the marketing and communications team in all aspects of campaign delivery.
- Develop and implement the marketing plan for the company's annual season launch, single tickets launch, individual plays and other programs marketing in consultation with the Artistic Director, General Manager, ticketing, marketing and communications team.
- Drive innovation in the company's marketing, ensuring the company is at the leading edge of arts marketing in Australia.
- Develop and implement strategies to grow philanthropic and corporate sponsorship programs.

- Oversee the company's media activity, utilising external and/or in-house resources.
- Oversee the creation and editing of digital content for social media and marketing.
- Attend all departmental and staff meetings, and provide input into the development of policies and procedures for the marketing and box office areas.
- Provide regular reports and analysis on activities.
- Work with the Artistic Director and General Manager to develop and implement a strategic brand development plan.
- Work with the Ticketing Manager to ensure that the box office operation is fully integrated into marketing strategies and that data collection, reporting and analysis maximises the company's understanding of its audience, as well as its CRM and sales capability.
- Undertake responsibilities in keeping with the role of the position, as requested by the Artistic Director and General Manager.
- Represent Ensemble Theatre at fundraising and marketing events, as required.

Organisational Relationships:

Reports to: Artistic Director / General Manager
 Direct reports: Communications and Casting Manager, Marketing Coordinator, Marketing Assistant, Ticketing Manager, in-house designer.
 Other: Close collaboration with external Marketing Consultant and Designer

Ensemble Theatre is a small organisation and it is critical that employees are flexible and willing to fill gaps when they arise and to maintain excellent collaborative relationships with all Ensemble Theatre staff.

Skill Requirements:

- Demonstrated experience in arts marketing at a senior level is desirable but not essential.
- Experience in developing strategic marketing plans.
- Demonstrated ability to lead, inspire and manage teams.
- Demonstrated knowledge of and experience working with a range of marketing techniques, including advertising, direct marketing, publicity, online and e-marketing, social networking.
- Demonstrated ability to develop and implement strategic marketing, communications and brand development plans.
- Knowledge of digital marketing channels, current innovative marketing practices.
- Excellent communication skills and a proven track record in establishing and fostering relationships with key organisational stakeholders.
- Proven ability to manage time effectively and prioritise a heavy workload.
- Computer literacy.

Position Hours:

The position is full-time, 38 hours per week. After hours attendance of Ensemble Theatre events will be required.

Making an Application:

Please forward your application by close of business on **Monday 20 March, 2017**, including:

- A copy of your resume
- A statement addressing the Skill Requirements
- Contact details for two professional referees

Mark your application CONFIDENTIAL and address to the General Manager at: Ensemble Theatre, 78 McDougall St, Kirribilli NSW 2061 Or email to: loretta@ensemble.com.au Please include the words '**Marketing Manager**' in your email.

For further information please contact Loretta Busby (02) 8918 3403.