



ARENA THEATRE COMPANY

MARKETING AND DEVELOPMENT MANAGER

POSITION DESCRIPTION

Title: Marketing and Development Manager

Position summary: Arena Theatre Company has been a leading producer of theatre for children and young people for over 50 years. In 2018, Arena extended its reach into regional Victoria, forging a new direction in our creative journey as the first resident theatre company in the Capital Theatre complex in Bendigo – the 2018 Regional Centre for Culture.

This bold move will provide new opportunities for growth and extend opportunities to local artists and arts workers to work within a professional context. This is the beginning of an exciting new chapter for the company and one that you will play a key role in shaping.

Position type: Part time (0.4FTE), ongoing

Pay rate: \$70,000 per annum (pro rata)

Accountability: The Marketing and Development Manager reports to the Executive Director.

Conditions: 4 weeks annual leave (pro rata)
Superannuation
Parental leave

Other: Access to attend Arena's shows for you and your family

DUTIES & RESPONSIBILITIES:

- With the Executive Director, develop and deliver a Marketing & Development Strategy encompassing Marketing and PR for the company's activities, corporate partnerships, private donations and other income-generating events and endeavours.
- Develop effective Marketing and PR campaigns for each of the company's projects and activities in Bendigo, nationally and internationally.
- Map, research, prospect and secure long term corporate partnerships.
- Where appropriate and required, manage support staff, freelance, temporary employees and consultants, and oversee marketing budgets.

- Work closely and collaboratively with the Executive Director to identify opportunities and challenges, and monitor progress of marketing activities.
- Create engaging electronic and print marketing collateral that promotes Arena's programs and activities, including content development, copywriting and editing, design and print management, distribution and cross-promotion, website management, management of digital and social media campaigns.
- Other duties, as required.

KEY SELECTION CRITERIA

The Marketing and Development Manager must demonstrate:

1. A minimum of 3 years experience in a similar role
2. Highly developed understanding of current marketing trends
3. Experience in building relationships with key stakeholders
4. A passion for the arts, particularly theatre for young people

CONTACT

Please email a copy of your CV and a covering letter which outlines your experience to date and addresses the key selection criteria to info@arenatheatre.com.au

Applications close 5pm on 24th August 2018.